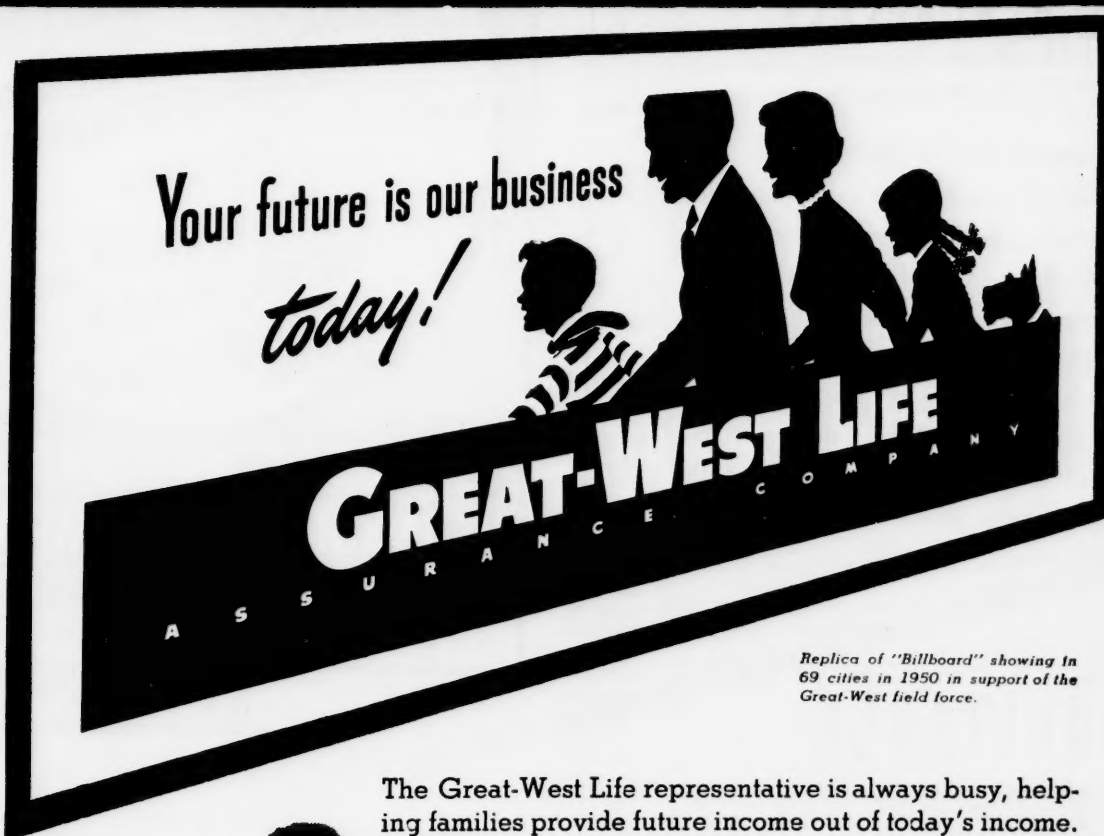


The NATIONAL UNDERWRITER

Life Insurance Edition



Replica of "Billboard" showing in 69 cities in 1950 in support of the Great-West field force.

The Great-West Life representative is always busy, helping families provide future income out of today's income.

Dad



the head of the house, knows that thanks to a complete insurance program, death, disablement, sickness or old age will not stop the income upon which his family relies and

the real head of the house

Mother



and protected. She knows too, that through Great-West Life, a college education is assured for the

Children



Pup



doesn't bite the Great-West Life representative because he's a real friend of the family.

The
GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE — WINNIPEG

LIFE • GROUP • ANNUITIES • ACCIDENT & HEALTH

FRIDAY, SEPTEMBER 22, 1950

NUMBER ONE in a series of advertisements outlining advantages enjoyed by field underwriters of the Equitable Life of Iowa

SCREENED FOR SUCCESS

Field underwriters of the Equitable Life of Iowa are carefully screened to make sure that they have selected a field of endeavor for which they possess abilities and aptitudes conducive to success. The most scientific selection processes available are employed for this purpose in order that only those individuals clearly adapted to field underwriting will be accepted for training. In this way, the chances for successful careers are greatly enhanced for those who qualify for contracts with the Equitable of Iowa.



EQUITABLE
Life Insurance Company
OF IOWA

FOUNDED IN 1867 IN DES MOINES

SUN LIFE of CANADA

BRANCH OFFICE AND AGENCY SERVICE
THROUGHOUT THE NORTH AMERICAN CONTINENT

COMPLETE PERSONAL INSURANCE COVERAGE

"REGISTERED
POLICY
PROTECTION"

**LIFE HEALTH
ACCIDENT
HOSPITALIZATION
MEDICAL and SURGICAL
REIMBURSEMENT
GROUP
FRANCHISE
BROKERAGE
REINSURANCE**



**REPUBLIC NATIONAL LIFE
INSURANCE COMPANY**

THEO. P. BEASLEY, President

HOME OFFICE

DALLAS, TEXAS

Life Insurance in force exceeds \$300,000,000.00

I HAVE FOUND THAT...



**PAN-AMERICAN
AGENTS
GIVE THE BEST**

Service

Pan-American Agents have a real desire to serve their clients. What more . . . they're armed with competitive merchandise, flexible underwriting, sales aids . . . all giving them a better chance at success. By careful selection and training of its representatives, Pan-American clients are served only by men and women thoroughly competent—trained to give intelligent insurance counsel. Their desire to serve is intensified by a plan for compensation which gives greater recognition to those who perform their work exceptionally well and render outstanding service.



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COMPANY		
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Life Insurance Editor

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Federal Regulation by "Impact" Is Growing, Hogg Says

**Statutory Supervision
by States May Be
Less Important**

By KENNETH O. FORCE

WASHINGTON—Though the mechanics of the life business are supervised by the states, which set up standards in statutes and enforce them, there is more and more federal government regulation by impact, Robert L. Hogg, executive vice-president American Life Convention, told the life round table of the American Bar Assn. insurance section here.

Lelia E. Thompson, counsel of Connecticut Mutual, discussed "Common Disaster" at the session, at which Tom Leeming of Eckert, Peterson & Leeming, Chicago, was chairman. John F. Handy, general counsel Massachusetts Mutual, was chairman of the session.

Non-Occupational Disability

The health and accident round table was devoted entirely to compulsory non-occupational disability benefits laws. With Harlan S. Don Carlos, Travelers, chairman, L. P. Hemry, American Mutual Liability, discussed the general subject; L. H. Pink, Associated Hospital Service, New York, former New York insurance superintendent, treated blue cross and other non-profit plans; Deville Pilling, U. S. manager Zurich, insurance company plans, and A. V. Whitehall, Washington attorney, federal plans and proposals.

Transfer of the source of enforcement of statutory standards from states to federal government would be detrimental to distribution of life insurance, Mr. Hogg stated. Probably it would be harder to sell insurance; costs would be increased. There would be other unsatisfactory situations, though likely the business would survive such a change. However, "we want the supervision of the business to remain with the states," he declared.

Great Momentum

Yet in a broad way the federal government does regulate the life business, he said. This regulation by impact is here to stay. It has gained great momentum. The fixed statutory supervision of the states may be of less importance than this nebulous and intangible federal regulation by impact.

This new form of regulation does not attempt to fix premium rates, yet it has resulted in increased insurance. It does not attempt to deal strictly with the economics of life insurance yet controls its ultimate value. It has nothing to do with systems and methods of doing yet it definitely affects the distribution of life insurance.

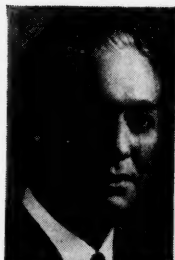
The very life of the business can depend on the judicious treatment by government of any one of these factors, yet action by the government stems from a statement of jurisdiction entirely silent as to life insurance. The ways in which the government regulates by impact are by depressing interest rates; devaluation of the dollar, which so directly affects the real value

(CONTINUED ON PAGE 23)

Would Add Officer to Am. Society CLU

**Smither Back in Lineup
If By-Laws Change
Is Adopted**

The executive committee of the American Society of C.L.U. has asked its members to vote on a proposed by-laws amendment to add a fifth elective officer—2nd vice-president—to the official family. A two-thirds vote is required.



H. H. Cammack

One result is expected to be to keep James W. Smither, Jr., Union Central, New Orleans, in his same relative position in the official line-up. He is now secretary but the nominating committee did not include his name in its slate. If the by-laws amendment goes through, the executive committee plans to place Mr. Smither's name before the board at its meeting in Washington, D. C., Sept. 27. Since the time for nominations by the nominating committee or by others has passed, the directors would have to fill the new office.

Since treasurer ranks ahead of secretary in the American Society, Mr. Smither would still be next in line for the vice-presidency, just as if he had been nominated for treasurer under the existing setup.

The amendment would also mean an odd number of members on the executive committee, permitting a clear majority on every issue.

Howard H. Cammack, general agent of John Hancock at Albany, N. Y., will be elected president of the American Society, since no nominations other than the official slate have been offered and the deadline for such nominations has expired.

Mr. Cammack has served as president of the St. Louis and the Huntington, W. Va., life underwriters associations, and is former vice-president and national committeeman of the Charleston, W. Va., association. He is currently vice-president of the American Society, and before that was treasurer, regional vice-president, director, and chairman of the national committee on C.L.U. institutes.

Others slated for election are Carl M. Spero, independent, New York City, now treasurer, who will become vice-president; Gerald W. Page, general agent Provident Mutual, Los Angeles, who advances from regional vice-president to treasurer; and W. Frank Cooper, Southwestern Life, Fort Worth, Tex., regional vice-president, who becomes secretary.

Uncontested candidates for directors are Harry Krueger, general agent Northwestern Mutual, New York City (New England, New York and New Jersey district); Eugene C. DeVol, associate general agent National Life of Vermont, Philadelphia (middle eastern district); Loren D. Stark, estate analyst and pension consultant, Houston (southern district); and Fitzhugh Traylor, manager Equitable Society, Indianapolis (middle western district). Bruce Bare, New England Mutual, Los Angeles, who was nominated for the western district director, declined nomination after the terminal date for nominations. The directors will make an interim appointment at the annual meeting.

August Sales Set Record for Any Month; Up 42%

Life insurance sales in August set a record high for any month, according to L.I.A.M.A.

New life insurance totaling \$2,519,000,000 was sold in August, usually one of the seasonally low months of the year. It was a 42% increase over August, 1949.

Sales of ordinary were \$1,785,000,000, up 54%. Industrial was \$393,000,000, up 3%. Group was \$341,000,000, up 42%.

In the first eight months total sales were \$18,040,000,000, up 22%. Sales of ordinary were \$11,265,000,000, up 16%. Industrial was \$3,465,000,000, up 10%, and group was \$3,310,000,000, up 72%.

August Sales (000,000 Omitted)		Inc.
1950	1949	
Ordinary	\$1,785	\$1,157 54%
Group	341	240 42%
Industrial	393	381 3%
Total	\$2,519	\$1,778 42%

First 8 Months (000,000 Omitted)		Inc.
1950	1949	
Ordinary	\$11,265	\$9,724 16%
Group	3,310	1,927 72%
Industrial	3,465	3,143 10%
Total	\$18,040	\$14,794 22%

Additional A.L.C. Speakers Named

Additional speakers announced for the general sessions at the annual meeting of American Life Convention at Chicago Oct. 3-6 include Admiral William F. Halsey, Jr., U.S.N., retired, now chairman of All America Cables & Radio, Inc. New York; H. Bruce Palmer, vice-president, Mutual Benefit Life; Robert L. Hogg, vice-president and general counsel of A.L.C.; W. Frank Prendergast, assistant to the president Imperial Oil Co., Toronto, and John D. Moynahan, Metropolitan Life, Chicago, who will be elected president of the National Assn. of Life Underwriters at its annual meeting next week.

School to Develop Managers Getting Under Way in N. Y.

NEW YORK—An agency management study program has been planned by the American College with the co-operation of L.I.A.M.A. and educational authorities from collegiate schools of business to assist in the development of managers.

In New York the School of Insurance will give the subjects included in part 1 of the program.

The courses are sponsored by the New York City Life Managers Assn., New York City Life Supervisors Assn. and New York C.L.U. chapter. Harry Krueger, Northwestern Mutual, is chairman of the school's committee. Co-operating with him are Robert I. Curran, Massachusetts Mutual, president of the supervisors association, and John H. Pitman, Connecticut General, president of the C.L.U. chapter.

Designed for present and prospective general agents and managers, the study and examination program covers business administration, sales and office administration.

Zone 2 Meets Scheduled

The zone 2 meeting of National Assn. of Insurance Commissioners will be held at Southern Pines, S. C., Oct. 26. The following day the zone 2 conference of rate supervisors will meet.

N.A.I.C. Outlines Principles It Wants in War Clauses

**Backs Up Desire for
Uniformity by Drawing
Up Model for Guidance**

By DONALD J. REAP

NEW YORK—The war clause subcommittee of the National Assn. of Insurance Commissioners reported out a statement of principles after its meeting here to which company-submitted war clauses will be expected to conform in substance.

A specifically worded clause was not adopted as an approval criterion by the subcommittee but it implemented its expressed desire for industry-wide uniformity by including in its report its own draft of a model result clause, issued for guidance only.

The subcommittee indicated its preference for result type clauses, stating that as the result of the evolution of the various type exclusions in the past and the experience with all types, result clauses had proven themselves the most desirable. This does not constitute a condemnation of the use of the status clause during the last war, however, it said.

Not Urging Use of Clauses

Included in the report was the statement that the committee was in no position to determine the need for the use of war clauses at this time and a disavowal of any inference that the committee was urging companies to use war clauses now.

The subcommittee acknowledged that there are differences of opinion among companies and commissioners, and variations in state laws. Careful consideration is required first to determine the need for the use of the clause and, second, as to its language, it said.

The statement of principles issued by the subcommittee to which war clauses will be expected to substantially conform follows:

Statement of Principles

1. Military exclusion: Risk of death may be excluded (a) as a result of war or an act of war; (b) while the insured is in the military, naval or air forces of any country; (c) if the cause of death occurs while the insured is outside the home area; (d) provided such death occurs outside the home area or within six months after the earlier of the insured's return to the home area or termination of service in such forces.

2. Non-combatant civilian exclusion: Risk of death may be excluded (a) as a result of war or an act of war; (b) while the insured is in any civil non-combatant unit required to serve with such forces; (c) if the cause of death occurs while the insured is outside the home area; (d) provided such death occurs outside the home area or within six months after the earlier of the insured's return to the home area or the termination of service in such unit.

3. Civilian exclusion: Risk of death may be excluded (a) as the result of war or an act of war, within 2 years from the date of issue of the policy, while the insured is not in such forces or units; (b) if the cause of death occurs while the insured is outside the

(CONTINUED ON PAGE 24)

Social Security Change Swells Pension Service Work as Revisions Get Under Way

Company pension departments have been receiving voluminous correspondence since the signing of the revised social security act from employers wanting to know what effects the changed act will have on private pension programs.

One result will be a great volume of service work in readjusting insured plans regardless of the changes in programs employers decide to make.

Group annuity writers all contacted employers when the revision was signed and have generally suggested that changes not be made hurriedly. They invited employers to contact local group representatives so that revised social security and group annuities could be integrated in the best way with the existing plan.

Decisions Held Up

Sales reaction will be slow but not prolonged in coming. Many employers have held up decisions on pensions, preferring to wait until the new social security act passed. This major delaying factor has now been eliminated.

Three types of reactions have been noted by group men in discussions with employers. It appears that most employers will make no major change in their plans. A smaller group have their minds set on reducing benefits to maintain original pension objectives. A few have scheduled increases for the employees earning more than \$3,600 annually, who did not benefit proportionately as much from the revised act as those earning less than that amount.

Most employers will continue their present programs, considering the increased benefits of the revised social security act as a means of helping offset inflation. Many employers in past years have done some informal supplementing of employee pensions because inflation was halving income in terms of purchasing power.

A few employers intend to reduce their pension contributions although unions will vigorously oppose any such move. Employers also will hesitate before hurting employee relations, especially in the present tight labor market. Experience with the past changes in social security has been that employers who cut pensions because of it soon reversed themselves.

Some employers have had plans providing 1½% of annual pay in terms of future service benefit including social security but wanted 2%. They may now be able to reach their objective with the help of expanded social security.

A factor which will discourage pension reductions is that the \$600 increase in the income base for determining benefits provides only \$7.50 in additional benefits at age 65. With so little money involved there is little reason for employers to change their plan and perhaps exclude the first \$3,600 of salary instead of the first \$3,000 from benefit formulas.

In addition, a general raising of sights in terms of pension benefits has planners aiming for benefits, including social security, equalling 40% of annual pay in the several years preceding retirement, a higher target than has been prevalent in the past.

Await Treasury Regulations

Pension men are anxiously awaiting new regulations from the Treasury department governing the integration of pension plans with social security. Several tests to determine whether plans are discriminatory against employees in brackets above and below \$3,000 annual salary are contained in section 165 of the internal revenue code and these must be revised because of the increase in the earnings base from \$3,000 to \$3,600 annually.

It is unofficially understood that the Treasury department does not intend to enforce any changes in existing plans in the twilight zone earnings class between \$3,000 and \$3,600. This attitude

will be helpful to pension planners but there are other questions that can be answered only by a new Treasury mimeograph on the subject.

Surveys of the pension plans and wishes of employers are being conducted by companies, consultants, and brokerage houses. A clearer idea of the near future of the pension business may not be forthcoming until these are completed, regulations issued, and employers and unions have agreed on what will be done. Some employers may make this revision an occasion to revamp entire pension programs.

The \$100 a month formula including social security has already gone out the window and \$125 is now the requested standard. That too, however, is on the way out. Unions have no intention of letting employers escape pension payments because of increased social security. The \$125 figure will probably be raised to \$150 or higher.

Immediate aims are for both higher wages and increased pensions. Some of these have already been won. Unless wage controls are instituted it appears that unions will divert their requests for a period from welfare plans to wage increases though they'll ask for both and settle.

These plans are not often of specific insurer concern as they are mostly self-administered and trusted.

Company and employer pension departments want to get plans in order by Jan. 1, 1950, when the social security tax deduction is changed to apply to the first \$3,600 of wages instead of the first \$3,000. The record-keeping and wage reporting task will be complicated because state unemployment insurance laws still apply only to the first \$3,000 in wages.

LAA REPORT

Must Keep Selling Direct Mail's Value

Over-all effectiveness of direct-mail advertising in life insurance depends to a very important degree upon how well the direct-mail material is "sold" to the field force when it is introduced, and then "continuously and everlastingly re-sold" throughout the promotion program, according to "Merchandising Direct Mail and Measuring Results," a 22-page report, issued this month by the research projects committee of the Life Insurance Advertisers Assn. The report, compiled and edited by Russell V. Vernet, director of advertising of Mutual Life, analyzes the replies to questionnaires sent to member companies of L.A.A.

Agents Must Be Told

"It seems more self-evident than ever that there is, as we have all suspected for some time a direct relationship between the selling of direct-mail material to our agents, and the over-all effectiveness of its use," the report states. "As advertising and promotion people we know the crying need in any effort of this kind is that we keep everlastingly at it. That is true of any promotional program carried by any company; it is true of the work of our field men in serving the insuring public. So it is unquestionably true that if any direct-mail program is to succeed, we must see that it is properly sold when introduced; that an accurate record of results is kept for the purpose of continual re-selling, and that we preach the gospel at every opportunity!"

Copies may be obtained from R. B. Taylor, Jefferson Standard Life, Greensboro, N. C., chairman of the committee.

Appleman Takes Over Reins of Insurance Counsel Federation

Robison Becomes Top Vice-President at Atlantic City Meeting

John A. Appleman of Urbana, Ill., was elected president of Federation of Insurance Counsel at its annual convention at Atlantic City. Charles B. Robison, Ekern, Meyers & Matthias, Chicago, was named executive vice-president. Samuel M. Hollander of Newark was reelected secretary-treasurer. Vice-presidents are W. Wright Mitchell, Memphis; Frederick L. Spear, Fremont, Neb.; John W. Sweet, Seattle; James Dempsey, White Plains, N. Y., and John T. Hume Jr., Indianapolis. Nearly 100 attorneys attended.

Elected to the board of governors were Henry C. Walsh, Worcester, Mass.; Frank E. Everett, Jr., Vicksburg, Miss.; and Kent H. Meyers, Cleveland. Retiring President George H. Tyne, assistant general counsel National Life & Accident, becomes chairman.

In his presidential address, Mr. Tyne warned that the insurance business will be affected in many ways by the total mobilization of the country's resources for the war emergency.

Doubts Legal Adage

Sidney P. McCord, Camden, expressed some doubt about the reliability of the legal adage that a person is innocent until proved guilty. He said that insurance cases are now at the point where the mere happening of an accident leads to the idea that the injured must receive some compensation whether or not the defendant in the case is responsible for the accident.

Reasonable flexibility is necessary in group annuity contracts under which private pensions are furnished for company employees, Donald S. Fuerth, assistant counsel, Prudential, pointed out. When a contract is integrated with social security, Mr. Fuerth recommended that the plan be such that it is possible for an employer to modify it or substitute a new one.


Considers Unlicensed Insurers

Significant developments in the field of regulation of unlicensed insurers were reviewed by Mr. Robison. He noted that the general trend is a gradual enlargement of the power of state government over unlicensed insurers.

Of the many methods of control over the activities of unlicensed companies, Mr. Robison believes the method most comprehensive and effective is for the state of incorporation to prohibit a domestic insurer from doing business in another state without being licensed there.

Mr. Robison said that counsel must watch carefully to see that no legislation gets on the books that goes beyond the legitimate interests of the state in which the activity is to be regulated. Counsel should strive to have sound, practical, realistic, social and economic arguments to buttress legal constitutional arguments when occasion arises to attack a state statute as exceeding the bounds of constitutional propriety. The courts will closely examine the interests of the state in protecting its citizens and if the activity is one that needs regulating, the constitutional issues are likely to be decided on the basis of whether the attempt at state regulation reasonably meets the existing

(CONTINUED ON PAGE 23)



Success through Sincerity

One of the most helpful steps in an underwriter's climb to success is the sincerity which his own personal conviction generates. This sincerity is more eloquent and has more influence than his words can ever have. This sincerity must come from a deep faith in his job, his company, and above all, in the service he sells.

Equipped with this faith and sincerity, even the average man can aspire to climb the highest pinnacle of achievement . . . without them, even the talented man is doomed to slip and stumble in his climb to SUCCESS.

Insurance in force August 1, 1950—\$155,199,036

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Stress Continuity Of Effort at John Hancock Convention

FRENCH LICK, IND.—"Continuity" was the theme of the agency leaders' meeting of John Hancock here.

General agents and agents gave this theme a two-way development by a series of sales demonstrations indicating the expanding need for different types of insurance throughout an individual's life and showing the advantages to the agent of continuity of service.

L. E. Abegglen and R. A. Secrist of Columbus, O., portrayed a young man buying his first insurance policy—a dollar-a-week policy. Next, as he married and acquired a family, his insurance needs grew; C. W. Hoover and Joseph Maxwell, Indianapolis, gave a visual presentation of the sale of a family income policy. Additional responsibilities



Paul F. Clark



R. R. Massey



Ross E. Moyer

and additional income meant another step—programming. R. J. Havert and A. H. Jones Rochester, N. Y., gave the demonstration of "visual security."

Business Insurance Covered

D. D. Kelly, C.L.U., general agent at St. Louis, and H. H. Cammack, general agent at Albany, followed with a presentation on business insurance necessary to a man whose financial interests were enlarging. Climax of this "continuity" program was the group insurance presentation by Vice-president Clarence W. Wyatt, Donald Shepherd of Boston, and T. M. Trabue, Nashville.

All the speakers stressed the importance of continuity of service by the agent, both as a means of personal satisfaction and as a method of building a satisfied clientele with whole-hearted confidence in the insurance man.

After commending the agents for the marked upswing in production rates during 1950, President Paul F. Clark announced extension of age limits for Hancock's preferred risk whole life policy. Effective Oct. 1, the company will make the policy available to qualified risks at ages at issue 36-65 inclusive.

Cites Increased Figures

Pointing to the new business gain of the first eight months, Mr. Clark lauded the general agencies for their production of ordinary. From a gain of 3.7% in January they widened the margin until at the end of August the gain stood at 18.5%.

Hancock had an 8.23% gain of ordinary insurance in force for the first six months as against 7.68% in the corresponding period of 1949. Mr. Clark credited this increase to the Hancock's improvement in persistency.

Noting that August ordinary production showed a 71% gain, Mr. Clark went on to warn the agency leaders that "such

an abnormal gain can only result from general conditions in our market, and we must not let ourselves be deluded as to the causes. By the same token, we must redouble our efforts toward all those activities upon which a sound, successful career as a life underwriter is founded. We must leave no stone unturned in our efforts to improve our efficiency, for therein is our strength and our security."

WAR RESTRICTIONS

Speaking on war restrictions, Vice-president Ross E. Moyer said that if the states are to allow restrictions again it is to be hoped that they will be as uniform as possible, for the equitable and economical operation of the business.

Mr. Moyer pointed out that restrictions in life insurance contracts which existed many years ago have been practically eliminated today. The trend of the business has been entirely in this direction. When it comes to the present situation, "much might be said for war restrictions in the case of civilians." On the other hand these restrictions were not found to be necessary in either of the last two wars. He expressed the hope that we would never come to a situation that would require them.

O.K. If Pattern Is Normal

"So long as it appears that the life insurance being purchased is what might be considered normal buying, we have tried to do everything that we could to take favorable action," he said. "On the other hand if the amount seems to be excessive, or if it seems to have been purchased in direct anticipation of the war hazard, we have felt that we must be particularly careful. Even if such insurance were to be given favorable consideration the likelihood of its persisting and remaining in force is very small."

(CONTINUED ON PAGE 23)

See Test Case on City's Right to Tax Domestic Agents

FRANKFORT, KY.—A test case may be filed soon in state fiscal court to determine the right of a municipality to tax agents of domestic life companies. This suggestion was made by Attorney General Funk to Willard H. Abell of Louisville, who had questioned such a right in view of the statutory provisions that the state tax levied on domestic life companies shall be in lieu of all other excise, license or occupational tax.

Mr. Funk agrees that there is no question as to the exemption of the companies themselves, but cites several objections to such provisions being interpreted to include all agents representing life companies.

Poses Question

The question seems to be whether or not an individual residing within the city who sells insurance is an agent within the meaning of the law. If the tax is upon the business of writing insurance then the person writing insurance would be liable for the occupational tax individually and not as an agent and the tax would be on the individual or person and not on the company.

Mr. Funk believes that had the legislature intended to exempt agents of domestic life companies it would have so stated in the statutes.

Glasser Featured Speaker At Graphic Arts Meeting

Joshua B. Glasser, general agent of Continental Assurance at Chicago, was the featured guest speaker at the annual meeting of the Graphic Arts Trade Assn. executives held in Chicago. He spoke on group insurance and pensions.

Gorman Evaluates Anti-Trust Danger In Claim Work

Manuel M. Gorman, assistant counsel of Life Insurance Assn., expressed his belief at the meeting of International Claim Assn. that insurance companies may exchange freely factual data on pending claims without fear of anti-trust violation, but should act independently and unilaterally in the actual settlement of claims.



M. M. Gorman

Mr. Gorman, who was formerly with the anti-trust division of the department of justice, opined that exchange of information regarding claims action taken or proposed may be dangerous, since from such exchanges inferences of agreement or of inducement to a given course of action can be drawn. The anti-trust laws permit inferences of agreement to be drawn from a course of conduct and rebutting such inferences is often difficult, Mr. Gorman warned.

He emphasized that no political party or individual has dared openly to declare against the anti-trust laws, because they are such an integral part of the social and economic climate of the time and of American philosophy of free and competitive business. He indicated that these laws have an important bearing upon the conduct and the public relation.

WHITE SULPHUR SPRINGS—The officers elected at the annual meeting here of International Claim Assn. are:

President, John W. Ayer, Mutual Life; vice-president, Frederick T. Bernhard, Home Life of New York; secretary, Louis L. Graham, Business Men's Assurance; treasurer, F. L. Templeman, Maryland Casualty.

Newly elected to the executive committee are: Chairman, Kenneth C. Berry, Lumbermens Mutual Casualty; E. J. Bahne, Equitable Society, and Lee Wilks, Lincoln National Life.

tions of the insurance business. He called for a reasonable and practical approach to the problems of insurance company conduct under these laws and said that while there is no basis for undue complacency neither should insurance people conjure up all sorts of imaginary hobgoblins. "By cooperative efforts between company executives and their counsel, it is my sincere hope and belief that we will resolve issues as they will arise and will avoid harm to the efficient functioning of our business," he declared.

Sees Little Danger in Common Agency

Mr. Gorman saw little danger in the investigation of claims by a number of companies through a common agency or in the use of a common physician to make medical inspections in connection with such claims. This amounts only to a collective device for ascertaining facts which it would be permissible for the companies to exchange, he declared. He pointed out that such facts involve a saving of expense to the companies and, in many cases, an avoidance of inconvenience to the claimant. The mere fact that the information so obtained arises in the instance from a concerted activity and does not have its genesis in the independent research of the respective companies appears to him to be a distinction without difference, one which in his opinion does not bring about altered legal consequences. "The ultimate test of legality will be the manner in which the information is used and not how it is obtained. Here again,

(CONTINUED ON PAGE 23)

Thinking High

Leslie Ogden, of our Ralph G. Engelsman Agency in New York, speaking at a Penn Mutual Regional Conference, indicated that he had been getting exceptionally good results from presenting to a young man the idea that some day he will own \$100,000 of life insurance.

Said Mr. Ogden: "This not only raises his sights and produces a substantial amount of new business, but it arouses the interest of that man to the point where he becomes a good center of influence as well. Once his sights have been raised he begins to think in terms of men he knows who he feels some day will own \$100,000 of life insurance. This produces many qualified references."

We are often told that an underwriter must talk the language of the prospect. To do this we must also understand what the prospect is thinking. It is natural to suppose that he is thinking ambitiously. The underwriter can show him how life insurance can make an ambition more than a dream.

THE PENN MUTUAL LIFE INSURANCE CO.

MALCOLM ADAM

President

INDEPENDENCE SQUARE, PHILADELPHIA

Record Turnout at Luncheon for New Ill. Director

A record crowd of 144 turned out to greet the new Illinois insurance director, J. Edward Day, at the insurance group luncheon of the Union League Club of Chicago.

Mr. Day spoke informally, saying he felt that having been in his new post only two weeks it was not the time to make any serious announcements. He mentioned the desirability of having a strong insurance department in Illinois not just for Illinois but as a matter of leadership in state regulation.

Roy Davis, Chicago manager of the Assn. of Casualty & Surety Companies and chairman of the club's insurance group, introduced Mr. Day. Mr. Davis also introduced a number of others, including Hugh Tollack, assistant secretary of the National Assn. of Insurance Commissioners in charge of the central office at Chicago; Chairman John Gorman of the house insurance committee of the Illinois legislature and vice-president of George Herrman & Co., Chicago, and Joseph DeLacour, Chicago, of the Illinois house; and, from the Illinois department, Frank Bartsch, chief deputy; W. E. Wall, chief examiner, and James J. Walsh, manager of the Chicago office.

HONORED AT SPRINGFIELD

J. Edward Day, new Illinois insurance director, was honored by Illinois companies and his colleagues in the insurance department last week at a dinner at Springfield. Harry Hershey, the retiring director, and J. Thor Wanless, Springfield attorney, were in charge of the arrangements.

At the head table were Governor Stevenson, Roy Tuchbreiter, president Continental Casualty and Continental Assurance; Adlai Rust, executive vice-president of the State Farm companies; Chase M. Smith, general counsel of the Kemper companies; J. J. Cavanagh, vice-president of Chicago Motor Club; Henry S. Moser, general counsel of Allstate, and Mr. Hershey and Mr. Wanless. The house and senate insurance committees were represented by their chairmen and former directors Ernest Palmer, Paul F. Jones and N. P. Parkinson were on hand.

Chase Smith and Henry Moser spoke briefly, and Mr. Hershey introduced Gov. Stevenson who in turn introduced Mr. Day.

Life Agency Cashiers Assn. of Detroit and Windsor held their September meeting in Windsor. Officers were elected.

Bissell Wins Jug



C. E. Bissell of Midland receives the "little brown jug," a trophy given yearly by Ohio National Life to the general agent who goes farthest over his goal on a paid for production basis in the president's month sales campaign. Presentation of the jug was made by Grant Westgate, superintendent of agencies, at the convention at Murray Bay, Canada.

Heyl New Head of Insurance Bar

WASHINGTON — Elected chairman of the insurance section of American Bar Assn. here Wednesday was Clarence W. Heyl of Peoria; first vice-chairman, Franklin J. Marryott, Liberty Mutual; second vice-president, Ralph H. Kastner, American Life Convention; secretary, W. Percy McDonald, Memphis. Members of council are H. Beale Rollins, Baltimore; John V. Bloys, New York; Stanley C. Morris, Charleston, W. Va.; section delegate to ABA house of delegates, John F. Handy.

Roscoe Pound of University of California told the full section meeting in discussing law in the service state that the trend is toward the doctrine of the Good Samaritan—involuntary. The idea is that no one should suffer any hurt. Recovery doesn't depend on fault, control, etc., but some one must pay for the loss sustained, willy nilly.

E. L. Haines, Toronto, chairman insurance section Canadian Bar, commented that in Canada socialization of insurance is a live issue and with the next depression will be a real problem. It is likely to come where insurers fail to provide what is wanted.

Judge W. F. Schroeder of Ontario supreme court spoke at length on comparative negligence. John F. Handy of Massachusetts Mutual Life presided as chairman of the section. Oliver Gasch of D. C. insurance department, welcomed the lawyers and H. W. Nichols of National Surety, past chairman responded.

The nominating committee was William Shumate of New York; John Randall, Cedar Rapids, and Frank Van Orman, vice-president and general counsel of American group.

Septoe & Johnson of Charleston, W. Va., the law firm of ex Defense Secretary Louis Johnson was host at a fine cocktail party. Stanley C. Morris represented the firm.

Illness prevented John P. Hampton of Chicago from attending and speaking at the fidelity and surety round table. F. & D. provided its customary free stenographic service to the convention.

Further War Clause Actions Listed

Below are further actions on war clauses since last week's story.

Fidelity Mutual Life—No war clause. New policies issued for limited amounts.

Horace Mann Life—Results type clause for members of the reserves or if applicant is in a classification subject to call at this time. As this is a special teachers' company, army and navy personnel are not written.

John Hancock—No war clause. Kansas City Life—Aviation exclusion rider for applicants actively engaged in the armed services, members of the national guard, or reserves active and inactive, not over 35 years old, and on other male applicants ages 17 to 26. These applicants will be issued only life paid-up at 85 or higher premium form not to exceed \$5,000 less any existing insurance in force in the company. On applicants ages 27 to 35 who are not included in any of the above classifications, the maximum amount of term issued will be \$15,000 less any existing term in force in the company.

Kansas Farm Life—Results type clause for members of the armed forces on active duty, members of the national guard or reserves actually alerted or called for duty and those who have volunteered or been ordered to report for induction. The clause may be inserted in the policies of other types of applicants if the situation warrants.

Lincoln National Life—Results type clause for members of the armed forces on active duty, members of the national guard or reserves actually alerted or called for duty, and those who have volunteered or been ordered to report for induction. Will consider other members

Manhattan Enters Group Cover Field

Manhattan Life has opened a group department and is ready to write em-



H. L. Feay

ployer-employee or common employer group. The company will issue labor union insurance in the near future and expects to enter the field of creditor insurance.

The group department will operate under Herbert L. Feay, who recently joined Manhattan as actuary, and John Murray, who will be manager. Mr. Murray has been in the actuarial department.

The group life policies which Manhattan is now offering include total and permanent disability coverage.

Herron Honored by L.&C. Winners

C. M. Herron, vice-president of Life & Casualty and manager of the Mississippi Valley division, was guest of honor at a banquet in Nashville, climaxing a production contest during July and August in the division in honor of Mr. Herron's 30th anniversary with the company and his 55th birthday. Winner was the Nashville No. 1 district.

Winning the contest gave Manager Robert Reece and his organization the privilege of honoring Mr. Herron and of serving as host to runners-up in the contest. D. J. Morgan, Jonesboro, Ark., who led the company for 1949, led the division in the contest.

Speakers at the banquet included Executive Vice-president M. V. Walker, Vice-president Guilford Dudley, Jr., First Vice-president J. E. Acuff and District Manager C. S. Walker of Monroe, La. There were 135 present.

CREDITS PRODUCTIVITY

Severe Inflation Likely to Be Brief, Says Linton

Barring all-out atomic war, severe inflation is likely to be of relatively short duration, President M. A. Linton predicted at Provident Mutual's convention at Quebec.

Mr. Linton based his forecast on the country's experience with previous inflations. These, he pointed out, have been war-inspired and after running their courses have subsided, largely because of the enormous resources and productivity of the nation's economy.

"Inflation, however, is a serious matter, as is the deflation that will eventually follow, and we must not be complacent," he said. He outlined these steps to check rising prices:

1. Minimize governmental expenditures by reduction of unnecessary subsidies and government personnel.
2. Increase individual income taxes all along the line to cut down purchasing power.
3. Consider a manufacturer's excise tax to reach all levels of the community.
4. Hold wage increases within proper limits.
5. Shift emphasis of government borrowing from commercial banks to individuals and savings institutions.
6. Restrict consumer credit and credit for non-essential building.

Quotes Lionel Edie

Economist Lionel Edie was quoted by Mr. Linton as he painted a picture of great change and opportunity in the 10 years that lie ahead. Population growth and population shifts will bring new and great demands for increased productivity of our industrial machine.

The large rise in the number of children in recent years will intensify this development and increase the need for family protection and this, in turn, will be reflected in greater life insurance sales.

Mr. Linton also saw increased sales opportunities in the immediate future because of the stepped-up war economy. He felt that despite increased taxes there would probably be a larger disposable income than ever before.

"The sale of life insurance, particularly in times like these, is a constructive force," he said, "because such sales help to combat inflation by removing money from the competitive market place. The outlook for life insurance," he concluded, "is bright indeed."

Young to N. J. Department

Walter Young, who has been with the actuarial department of Pacific Mutual Life, has been named associate actuary of the New Jersey department. An associate of the Society of Actuaries, his earlier experience was with Prudential.

At Agency Opening



Shown at the recent opening of the Burton J. Bookstaver agency of Security Mutual Life in New York City: left to right, Mr. Bookstaver, Chief Underwriter, H. Harrison; N. T. Carson, superintendent of agencies; Frederick D. Russell, president, and Herman Feingold, broker manager.

SIENS of the TIMES

for all N.A.L.U. members

our **Hand** — in heartiest congratulations!



our **Mat** — in sincere Welcome before our exhibit
along upper Capitol Terrace
(the spot where old and new friends get together)



our **Mark** — indicating Quality and
Service wherever you see it!



ON HAND TO GREET YOU

Training Courses

Accident & Health
Casualty and Surety
Essentials of Life
Underwriting
Property and
Allied Lines

Monthly Magazines

Accident & Health
Review
Casualty Insurer
Life Insurer
Insurance Exchange
Magazine

Bulletin Services

Accident & Health
Bulletins
Diamond Life Bulletins
D. L. B. Agent's Service
Fire, Casualty & Surety
Bulletins

Weekly

Newspapers

The National
Underwriter
(Fire and Casualty
Edition)
The National
Underwriter
(Life Edition)

Other Services

Argus Fire Chart
Argus Casualty Chart
Little Gem Life Chart
Unique Manual
Time Saver (Accident
& Health)
Underwriters Hand-
Books for 32 States
Books on all Insurance
Subjects



J. T. Curtin



E. H. Fredrikson



J. V. Stroup

"All-Ways of Service to the Insurance Business"

The NATIONAL UNDERWRITER CO.

420 EAST FOURTH STREET • CINCINNATI 2, OHIO

National Life Celebrates Centennial As Leaders Meet at White Sulphur

By A. A. HOEHLING

National Life of Vermont, now well over the billion mark in force, is ready to meet the challenge of what may be the nation's most uncertain economic conditions in the company's 100-year existence—this was the message reiterated to the approximately 300 persons attending the Leaders Club conference at White Sulphur Springs.

The largest gathering of its kind in company history, this centennial year highlight was characterized throughout its five-day session by well-attended conferences and lectures of an educational nature. In keeping with the seriousness of the times, social activities were kept to a minimum.

"A Sense of Worthwhileness"

The conference, in the words of President Deane C. Davis, was meant to further "a sense of worthwhileness and the joy of the job" in everyone in attendance.

The subject of inflation, recurring constantly, was discussed with vigor and often optimism. Inflation, it was pointed out by several speakers, cannot

be "hedged against," but it can be prevented.

Henry H. Jackson, vice-president, addressed the opening banquet on National Life's history and the meaning of insurance in today's social structure.

"If the best society is the one where men maintain dignity and respect of the individual in a cooperative world," he declared, "then life insurance is promoting that dignity and that cooperative spirit."

Delegates Welcomed

Others welcoming the delegates included Dr. Ernest M. Hopkins, chairman of the board, L. Douglas Meredith, executive vice-president, Karl G. Gumm, superintendent of agencies, and Dr. John M. Thomas, dean of the board of directors. Norman Smyth, assistant to the agency vice-president, was toastmaster.

Mr. Davis asserted that National Life need "bow to no other institutions" either for firmness of foundation or benefit to society. He pointed out that with \$1,114,791,270 in force, that figure has increased 151.68% in 25 years, to put the company in 22nd place among

life insurers. More than \$100 million has been put on the books each year for the last four years. The lapse ratio has been low, 11.69% as against the industry average of 13.7%.

The nation's underlying fears of inflation found expression in many of the sessions. Mr. Meredith expressed the opinion that our economy will probably hold.

Discussing inflation, Dr. Marcus Nadler, New York University, called on agents to "work twice as hard as ever before not only to help yourselves but your country."

OUTLOOK GOOD

Asserting that the nation must work on the assumption there will be no third world war, Dr. Nadler continued: "Based on present economic and social trends and assuming no world war conflagration, the outlook for the life insurance business today is better than perhaps ever before in the history of the country. The volume of life insurance written will be very large.

"The principal task before the country today is to avoid inflation. This can



Deane C. Davis



L. D. Meredith

be achieved through sound fiscal measures and by an increase in savings. The insurance companies can play a very important role in increasing the savings of the people. One may say that today selling of insurance is not merely a business but a patriotic act."

New Middle Class

Irrespective of war clouds or inflation, the speaker pointed out that "a brand new" middle class, rapidly increasing in numbers and in spending power, is presenting one of today's greatest market potentials for all types of business.

Mr. Gumm warned against pessimism.

"There is the danger that each one of us," he asserted, "at one point or another, may be so overwhelmed with the world's present troubles that even if we do not experience a complete let-down, we may at least find these fears affecting our daily lives and our daily work. Nothing can be more disastrous to the life insurance man than a constant and unreasoning anxiety—a preoccupation with troubles which by their very nature are beyond his personal power to correct."

John Marshall Holcombe, Jr., managing director L.I.A.M.A., praised the company's educational and sales program. He said that guidance of personnel is one of the prime responsibilities today of management.

Mortality Rate Down

Dr. A. J. Oberlander, medical director, told the conference that his department has been revising examiner files, to the end that faster service and better results should be forthcoming. Mortality, he said, is now down to 36% of expected.

Morton A. Laird, actuary, revealed that new retirement and education policies are being worked out.

A. H. McAulay, director of selection, said the Korean fighting imposes a difficult problem. First consideration is the protection of policyholders' interests, though responsibility to society cannot be neglected.

Secretary Andrew J. Blackmore said

(CONTINUED ON PAGE 23)

Life Advertisers Select Exhibit Panel of Judges

The panel of exhibits judges has been selected for the annual meeting of Life Insurance Advertisers Assn. Oct. 23-25 at Atlantic City.

The panel was recruited by A. L. E. Crouter, New York Life, chairman of the exhibit committee. H. M. Kennedy, Prudential, is general chairman.

The members of the panel and the fields they cover are as follows:

Public relations, Holgar J. Johnson, president Institute of Life Insurance; Fred Rudge, president Fred Rudge, Inc. Art, Martin W. Carrick, art director Ketterlinus Lithographic Manufacturing Co.; Lester Rossin, Lester Rossin Associates.

Copy, Howard W. Newton, Howard W. Newton Agency; A. E. Sproul, Jr., president Noyes and Sproul, Inc.

Layout, Jerome S. Kates, layout specialist; Loren B. Stone, vice-president Compton Advertising Agency.

Typography, O. Alfred Dickman, advertising production manager New York Herald Tribune; Eugene M. Ettenberg, manager The Gallery Press.

Direct Mail, Henry Hoke, editor The Reporter of Direct Mail Advertising; Horace H. Nahm, president Hooven Letters, Inc.

Bringing the agent's viewpoint to the panel are John T. Scott, Penn Mutual Life, New York City and Harold W. Baird, Northwestern Mutual, New York City. General Agents are represented by Joseph W. Fox, Berkshire and George P. Shoemaker, Provident Mutual Life.

One of the two representatives of the public on the panel is Dr. Laurence F. Shaffer, Columbia University. The name of the other is to be announced later.

Suggests Companies Build, Operate Homes for Aged

A suggestion that life companies build and operate rest homes for the aged was made by Henry S. Curtis at the recent conference on aging in Washington, D. C. The doctor said "... It seems to me that a series of great clubhouses to hold from 500 to 1,000 oldsters should be built across the country, preferably in suburban areas and largely below the Mason and Dixon Line. These should provide doctor and nurse services and have large auditoriums for lectures, plays, concerts, movies and television. There should be club rooms and a social organizer in charge who would make it his business to promote friendliness and social contacts.

"Outside there should be a playground with gardens for those who wish to raise flowers and shops for those who wish to putter around making things. This clubhouse would be a combination of an American plan hotel, a hospital, a settlement and a club. It would probably cost \$2,500 to \$3,000 a year to live there. Of 152 million people, if 1% through their own funds or those of friends or relatives could afford such a club, that would be 1,520,000 people. If there were only one-tenth of 1%, this would still be 152,000, enough to fill 150 such places with 1,000 guests each, or 300 such clubs with 500 each. Perhaps some of our great insurance companies might be persuaded to make this venture in the interest of their policyholders and others."

Panel on Social Security

Provisions of the new social security law and their application to life insurance agents, who come under coverage Jan. 1, were discussed by a panel at the September dinner meeting of Life Managers & General Agents Assn. of Milwaukee. Panel members were Frank C. Hughes, Mutual Benefit; George L. Grimm, New England Mutual, and E. P. Kasche, Aetna.

You'll Like Our Prospecting Service

Prospecting is an essential part of any life underwriter's job—and a time-consuming part.

Illinois Bankers Life agents spend more of their time in the presence of prospects WHERE PROFITS ARE MADE, because we do their prospecting job for them.

There is no reason why YOU should be "Prospect Poor." For years we have provided prospects for our fieldmen, and have increased their production 50% to 100% as a result of this direct mail prospecting method.

Our direct mail service and Combination Coverage Contract will permit YOU to substantially add to your life insurance production and, at the same time, increase your commissions by Accident & Health sales.

For the man interested in building his own agency, our direct mail service and Combination Coverage Contract are invaluable in attracting and developing new manpower.

EXCELLENT OPPORTUNITIES
for capable, industrious insurance men to develop new business in Michigan, Colorado, Oregon, and Washington.

Other general agency territories available to men who want to build solid agencies under agency-minded Home Office supervision. All correspondence confidential.

O. F. Davis, Vice President
Director of Agencies

ILLINOIS BANKERS LIFE ASSURANCE CO.
Monmouth, Illinois

Writing all forms of:
Life—Accident & Health—Polio
Hospitalization—Medical Reimbursement
Franchise—Group

Stoddard Steals Show at Dineen-Bohlinger Dinner

The Dineen-Bohlinger dinner at New York not only served to mark the closing of an important chapter in the history of New York insurance supervision and the opening of another, but it brought back on the stage for an hour of resounding triumph the venerable, salty and sturdy New York superintendent of 1921-24, Col. F. R. Stoddard. Not that R. E. Dineen didn't make an affecting exit and that A. J. Bohlinger (Dineen's Bolo) didn't prove his mettle on the platform, but Col. Stoddard, the toastmaster, stole the show with his commanding performance in booming voice, rapier-like, sometimes almost merciless but mostly kindly wit, and vivid reminiscences and comments on the passing scene. Col. Stoddard's insurance supervisory recollections, of course, go back even further than 1921, for he was deputy in charge of the New York office from 1915 to 1921.

This gathering was conceived as strictly an office party for department personnel to express their regard for Mr. Dineen, who has gone off to be vice-president of Northwestern Mutual Life, and to pipe aboard Mr. Bohlinger, but it grew into a much more extensive assemblage, bringing together numerous commissioners and leaders from various segments of the insurance business, particularly Mr. Dineen's old campaigners on the all-industry committee.

Many Gridiron Touches

It was a good show with a lot of humor and with plenty of the gridiron touch. One of the high points of the evening was Mr. Bohlinger's comment that uniform accounting had not been a popular subject in the fire and casualty business, but "maybe we are now going to get uniform accounting in life insurance." Mr. Dineen waved his napkin, for truce.

The commissioners present (mostly in the city for the life insurance war clause deliberations) included Allyn of Connecticut, N.A.I.C. president; Harris, Minnesota; Harrington, Massachusetts; Gough, New Jersey; Forbes, Michigan; Alexander, Iowa, and E. A. Faircloth, Florida deputy. Former New York superintendents on hand were Jesse Phillips, who preceded Col. Stoddard in office; George S. Van Schaick and Louis Pink.

In rapid succession the various deputies spoke in appreciation of the two honor guests, they being Ray Harris, Walter F. Brooks, T. J. Colagero, Roy McCullough, George H. Kline and W. C. Gould. Also S. Bendet, president of New York State Insurance Department Examiners Assn., made a presentation.

Camera for Dineen

In behalf of the department people, Mr. Bohlinger presented Mr. Dineen a fine camera.

The group was much impressed by Col. Stoddard's declaration that, as district leader, he had broken Thomas E. Dewey, Mr. Bohlinger, and Tom Curran, New York secretary of state, into politics as district captains.

June Winters, famed night club entertainer, gave a performance that made a great hit. She has been entertaining extensively in veterans' hospitals in a program in which A. C. Bennett of the New York department is a leader.

Mr. Dineen said the New York department is a warm and human organization and that goes for the insurance business as a whole. He said when he went in as superintendent he felt his first obligation was to perform the first task of an administrator, which is to surround himself with able people and hold them accountable for results. He said he conceived of his job as one of planning and devising ways and means by which various programs could be brought to fruition. He undertook to

create an organization in depth. Referring to the appointment of Mr. Bohlinger as superintendent, Mr. Dineen said that if he had not had at hand a man equipped to succeed him he would have failed as an administrator.

Mr. Dineen alluded to some of the sharp encounters of his administration with various elements of the business and especially the fire insurance contingent. He said he has no apologies, but he undertook to bury one and all hatchets. The fire people, he declared, are good people and they can be depended on to do the right thing once they have started to move. He observed

that it was not necessary for the anti-trust division to move in from Washington to handle fire insurance situations in New York.

Mr. Bohlinger is going to be a favorite insurance platform performer. He has droll wit, change of pace and an easy, intimate style.

Representatives of Northwestern Mutual Life at the dinner were E. R. Gettings, veteran general agent at Albany, and A. J. Johannsen, general agent at New York.

Aetna Life will issue ordinary and limited-payment non-participating life insur-

ance policies with family income benefits to age 65.

Prudential Agency Changes

A realignment of territory in its Boston and Lowell agencies, has been effected by Prudential.

The lower half of Essex county will be handled through Manager Laurence E. Olson's Boston agency and the Lowell agency, under William Cohen, will concentrate on the upper half of the county in addition to all of New Hampshire. A detached office at Manchester, N. H., may also be opened in the near future.



1 OLD AGE WORRIES



2 PASSING YEARS



3 LIFE INSURANCE



4 NO MORE FEARS

This is the fourth in a series of advertisements on the living values of life insurance. Each one is presented as a serious tribute to every life underwriter in the business who is helping people to understand and to use life insurance to solve life's financial problems.

HOME LIFE INSURANCE Co.

256 Broadway, New York, N. Y.

"A Career Underwriters' Company"



Few Applicants Now Seeking Insurance Jobs

NEW YORK—There seems a general dropping off in applications for the broad field of home office jobs, a check on companies in the New York area has disclosed. Although April, May and June are the principal months when young men and women, just out of high school or college, are employed, this September still appears to be running behind normal averages.

Personnel executives attribute the slump following an almost record spring, primarily to the increasing number of war plant and civil service jobs. They say that the current pool of applicants is of generally inferior quality to what would normally be expected. At the moment few companies are troubled with vacancies and the situation is of significance simply as a trend. Those in hiring departments feel that if the trend continues home offices will be hard pressed by next year to obtain the kind of employees they want.

It was reported by at least one company that many of the people now seeking insurance positions are those who

have already lost one or more jobs since June or who have been jobless all summer.

The view has also been expressed by job seekers to interviewers that they are doubtful about a career in insurance because they felt that there were not "enough good jobs" in the business. These applicants have pointed out the vastly increased starting salary in defense plants, disregarding considerations of permanency.

Although most companies strive to keep a 65-35 ratio, respectively of males to females, they are faced with a somewhat peculiar situation of having many more young men available than women. This is because men of military age are having a hard time to find jobs—employers are fearful of adding them to their rolls, knowing they may go on military leave tomorrow.

Dorothy Goldsmith, personnel director at Guardian, says she feels insurance is running a bad second in the minds of many applicants, now that industry and government agencies are

getting into high gear in their procurement programs.

Miss Goldsmith believes there has been at least a 25% drop in applications since spring, and for the first time in a long while there is no waiting list for jobs. She emphasized the company has no worries as to shortage of personnel for the foreseeable future.

"In bad times," she explained, "people flock to the insurance companies for jobs. They want security and they know we are an ideal business to work for from at least the long range point of view. Now they see easy money elsewhere and do not seem to look ahead."

Donald Hyer, personnel assistant at Mutual Life, reported that about half as many applications (60) have come in so far in September compared with the same period in May.

Mutual Cuts Male Hiring

He pointed out, however, that following his company's move to the new building on upper Broadway there has been considerable reorganization and among other things, there is virtually no hiring of men. None have been lost to the draft in the home office, there being a preponderance of men in the 36-46 bracket.

Of the unsolicited applicants, nonetheless, he remarked that few are qualified. He added, as a curious commentary on job desires, that 50% of those wishing employment, regardless of their background, want either public relations or personnel jobs.

Prudential pointed out that there has been some curtailment in the supply of men and women available, but suggested that the problem, if such there is to be, is not likely to manifest itself until the hiring period late next spring.

Spokesmen at Metropolitan, Mutual Benefit and New York Life were in general agreement that the employment market seems to be dropping off but that the armed forces have not yet made sufficient inroads into their home offices to make the situation serious.

B.M.A. Holding Five West Coast Meetings

Business Men's Assurance is conducting a series of sectional sales meetings for its west coast branch offices during September. The meetings are being held in Salt Lake City, Los Angeles, San Francisco, and Portland, Ore. In addition, a special luncheon will be held in Spokane Oct. 2 for representatives of that branch.

The home office is being represented at the meetings by J. C. Higdon, president, and John W. Sayler, vice president in charge of sales. J. P. Baldwin, vice-president in charge of west coast offices, is participating in the meetings held at Los Angeles, San Francisco, and Portland.

Major subjects being discussed include incentives and opportunities during the remainder of 1950, B.M.A. services for today's needs, and sales presentations.

Correction on Girard Life

An item in the Sept. 8 issue on the moving of the home office of Girard Life from Philadelphia to Dallas incorrectly stated that Girard Life had been bought by Guardian International Life of Dallas. While both companies have William A. Blakely as chairman and Charles W. Windham as president and Girard is now housed in the Guardian International building, there is no connection between the two companies as far as operations are concerned. Messrs. Blakely and Windham were the purchasers of Girard, without any hypothecations on its assets.

John Hancock is underwriting a group policy for members of the National Assn. of Soft Water Service Operators. Life, accident, health, hospitalization and medical and surgical benefits are included.

Group Stressed at Home Life of N.Y. Field Convention

More than 100 representatives of the Home Life of New York attended the company's annual "qualified field underwriters" conference at Virginia Beach.



J. A. Fulton

A highlight was the presentation of certificates by President James A. Fulton to the 80 field men who won designation as "qualified field underwriters." They attended the conference on the basis of professional service extended clients during the past year.

Conference objectives this year were to bring together a group of the company's outstanding agents and permit them to exchange ideas on improving their effectiveness in the field and to



W. P. Worthington



J. F. Walsh

discuss developments in the company's planned estates procedures.

An entire day's sessions were devoted to the theme: "Why group insurance?" Company spokesmen reviewed the progress that had been made during the past year, its first in the group field, and stressed group sales opportunities.

Key addresses during the three-day conference were made by Mr. Fulton and Vice-president William P. Worthington. John F. Walsh, manager of agencies, served as general chairman.

Next year, in September, a "qualified field underwriters" conference will take place at Grove Park Inn, Asheville, N. C.

Conferees Agree to Include 1948 in Life Company Taxes

Conferees of the House and Senate have agreed that federal income taxes on life companies should be made retroactive to include the year 1948. The Senate had previously rejected that plan, its members having expressed doubt as to the constitutionality of such a proposal.

The House wanted to tax companies from 1947 through 1950 while the Senate bill would have applied the tax only on 1949 and 1950 income. The compromise arrangement is scheduled for inclusion in the tax bill to be passed before Congress adjourns.

Jewish Fund Drive in N.Y.

More than 100 agents will aid in the 1950 campaign of the Federation of Jewish Philanthropies of New York. The life insurance drive is under the chairmanship of Lester Einstein and Benjamin Salinger of Mutual Benefit Life. On the executive committee of the campaign are: M. J. Lauer, Continental American; H. A. Loewenheim, Home Life of New York; H. N. Rentner, Berkshire; Harold Schlesinger, Columbian National; H. N. Sloane, Continental Assurance, and Stanley Wayne, Mutual Benefit Life.

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Accident and Health Insurance

Hospitalization

Surgical Benefits

Medical Care

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Founded 1905

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Chairman of the Board
211 W. Wacker Drive

J. Harry Wood
President
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Atlantic Alumni Of L.I.A.M.A. to Convene Oct. 27-28

The management conference to be held by the L.I.A.M.A. Atlantic Alumni Assn. October 27-28 at Rye, N. Y., will feature panel discussions by managers and home office men. "Management in Action" will be the theme.

The conference will be opened by George P. Shoemaker, Provident Mutual, New York association president. Charles J. Zimmerman, associate managing director, L.I.A.M.A., will speak.

"Recruiting Career Men," is the first of the panels. Richard E. Myer, Mutual Life, New York City, will be moderator with the following participants: E. Craig Sweeten, Jr., University of Pennsylvania placement service; Paul A. Norton, superintendent of agencies New York Life; Edwin R. Erickson, John Hancock, Buffalo; Henry M. Faser, Penn Mutual, Boston; Homer D. Parker, industrial director of agencies Commonwealth Life.

Presiding at the Thursday afternoon session will be Arthur V. Youngman, Mutual Benefit Life, New York, vice-president of the alumni. Following a reception there will be a dinner featuring an address by Lowell W. Davis, Provident Mutual, Hartford, on the validity of experience in modern agency development.

The second panel discussion Friday morning will be preceded by a talk by S. Rains Wallace, L.I.A.M.A. director of research. He will set the stage for a discussion of how agency builders develop career men. Moderator will be Frank B. Alberts, Aetna Life, Rochester. Participants include: John D. Marsh, Lincoln National, Washington; Robert B. Pitcher, John Hancock, Boston; William A. Arnold, Penn Mutual, Harrisburg; Salvatore Scudato, Metropolitan, Irvington, N. J.

Friday morning's session will be presided over by Herbert W. Florer, Aetna Life, Boston, alumni secretary-treasurer. A summary of the meeting is to be presented by Stanton G. Hale, vice-president and manager of agencies Mutual Life.

Reserve's Capital Now Half-Million

Reserve Life of Dallas, Tex., has increased its capital from \$300,000 to \$500,000. The entire capital, in U. S. government bonds, is deposited with the state treasurer of Texas.

Reserve Life anticipates hospitalization and A. & H. premium income of more than \$22 million for 1950 and expects to have \$50 million of ordinary life in force by the end of the year. Assets are now more than \$12 million. The company operates in 35 states and the District of Columbia.

Insurance Institute at U. of Neb. Nov. 17-18

The University of Nebraska college of business administration and Insurance Federation of Nebraska will jointly sponsor a two-day insurance institute at the university at Lincoln Nov. 17-18.

It is designed to attract attendance from the university student body, as well as from insurance, and will be informative and instructive to students who are studying the subject of insurance as well as those who are actively engaged in insurance work.

There will be a full speaking schedule Nov. 17, including speakers of national prominence in both the property and life fields, with a series of "clinics" the morning of Nov. 18.

Each subject to be covered the first day will be handled by two speakers, one approaching it from the

property insurance angle, and the other will treat it from the personal insurance angle. "The Insurance Buyer Looks Ahead" will be handled by Russell Gallagher, Philco Corp., and Dr. Ralph Blanchard, professor of insurance at Columbia University.

"The Underwriter Faces the Challenge of Changing Needs" will be covered by H. P. Stellwagen, executive vice-president of Indemnity of North America, and Dudley Dowell, executive vice-

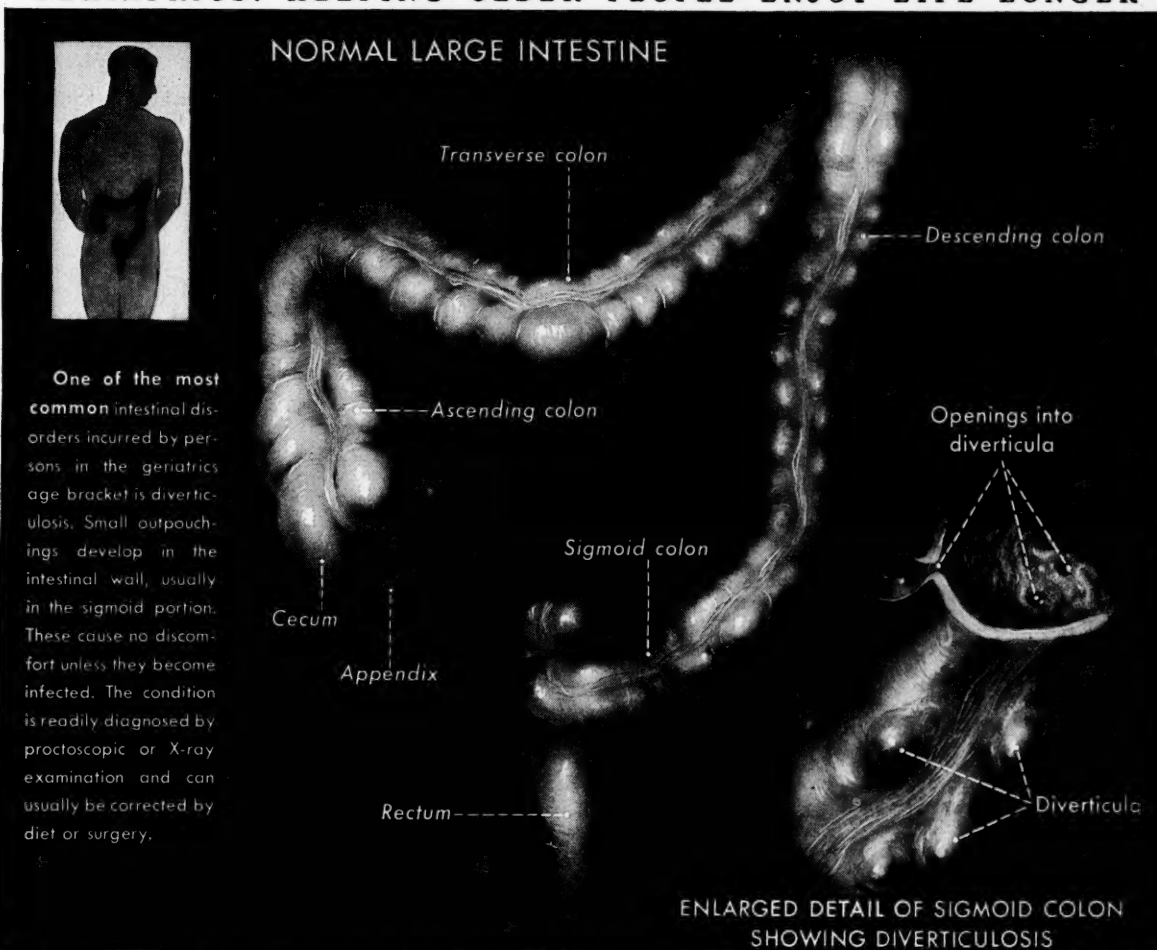
president of New York Life. Speaking on "Insurance—a Professional Career" will be John Breen, vice-president of Lumbermen's Mutual Casualty, and H. G. Kenagy, public relations vice-president of Mutual Benefit Life.

"Social Security" will be the subject of a panel discussion headed by Dr. C. A. Kulp, professor of insurance at University of Pennsylvania, and W. R. Williamson, consulting actuary, Washington, D. C.

Attendance, which will be limited to 300, will be on a registration basis. The registration fee is \$10, and will include a complete copy of the proceedings and tickets to both the luncheon and the banquet.

About 30,000 American girls and women die in accidents each year, which is higher than from any other cause of death except the cardiovascular, renal diseases or cancer, according to Metropolitan Life.

GERIATRICS: HELPING OLDER PEOPLE ENJOY LIFE LONGER



Semi-schematic drawings by Jean E. Hirsch

Longer life for people past 40

Many Americans over forty experience some form of chronic bowel disorder. Such ailments develop in the intestinal area pictured above.

Among the most common colonic conditions are "irritable colon" and hemorrhoids. Another is diverticulitis, an ailment which, while occurring less frequently, is also troublesome in later years.

The great majority of bowel disorders are functional—that is, no actual disease is present. In only a few instances—estimated at one to two per cent—are organic lesions present. However, neglect of such cases could result in overlooking a cancer of the colon. It is therefore wise to have any irregularity investigated because, in the early stages, symptoms of organic bowel ailments are much the same as those resulting from functional disorders. Bleeding may be a symptom of any of several

diseases and is a signal which demands immediate investigation.

Your physician, through proctoscopic examination, barium enema X-ray, or by other methods at his disposal, can promptly detect anything that may be wrong and recommend proper treatment. If investigation shows that lesions are present, virtually all of these can be corrected when discovered early. For in this, as in other fields of medicine, geriatrics—the science of helping older people enjoy life longer—is steadily brightening the prospect for more healthy, productive years of living for us all.

While advances in medicine now

promise to add many years of physically comfortable living, your full enjoyment of those years calls for financial solvency. This is best attained through a sound program of life insurance. Your NWNL agent, paid not primarily for how much insurance he sells you but for what you keep in force, has a strong incentive to provide you with the insurance you need and can afford. He can help you plan wisely for a financially comfortable future through life insurance.

FREE PAMPHLET: "Keep Your Colon Healthy" describes common forms of bowel disorders and how these affect your health. Sent free on request.

NORTHWESTERN National LIFE
INSURANCE COMPANY
Minneapolis Minnesota

(This is a reproduction of NWNL's latest national magazine advertisement)

At State Mutual Group Conference



Front row, left to right: M. W. Schuh, home office; F. B. Phelps, New York City; J. W. Laffey, Chicago; J. E. Stoughton, New York City; L. S. McCrosky, Cincinnati; R. L. Durst, Houston; H. Ladd Plumley, vice-president and secretary group department; Albert K. Lennan, Baltimore; J. A. Patton, Los Angeles; Robert E. Leary, New York City, and Arthur A. Dunn, Boston.

Second row, left to right: David B. Hamilton, home office; Carl A. Whitman, superintendent sales group department; J. Y. Teague, Los Angeles; H. Drew Snyder, Pittsburgh; D. C. Day, Atlanta; Rick O'Shea, New York City; J. L. McKernan, Jr., Chicago; J. J. Ryan, St. Louis; A. S. Ozburn, Kansas City, and William R. Reitzell and Alan R. Willson both of the home office.

Top row, left to right: H. V. Lyons, home office; D. V. Springgate, New York City; W. A. Watling, Boston; A. B. Turner, Cleveland; W. H. Collings, Atlanta; M. M. Eastman, Boston; B. B. Crawford, Philadelphia; W. B. Davidson, New York City, and Norman Norton, home office.

Heralded as the "mid-century group conference," the 1950 gathering of group field personnel of State Mutual Life was held at the home office. Carl A. Whitman, superintendent of sales, group department, was in charge.

The program included talks and round table discussions on underwriting, sales techniques, group permanent plans, as-

sociation cases, profit-sharing annuities, policyholder servicing and individual interviews with the group office administrative committee. The "Stump the Experts" session provided some tense excitement and a presentation in the lighter vein entitled "Townsend Was a Piker" made quite a hit with the gathering.



"...and in more ways than bagging a deer. Hunting has been in my blood ever since childhood. Selling insurance in a large, crowded metropolis meant little time for sports.

"Friends in Colorado invited us on a deer hunt—our first trip out West. We not only saw deer, but a new world—a world of prosperous, bustling cities and farm communities in which people lived RELAXED!

"Conversations with a few insurance men in Denver convinced me the greatest opportunities for growth existed in the West. Of the companies I called on, Capitol Life offered the most secure future. Today, two years later, I'm assistant agency manager in a thriving, healthy city in Oregon. For us, this NEW way of living—with immediate access to the outdoors has given us a richer, fuller, healthier life than we dreamed possible."

To qualified Field Underwriters and Agency Managers in search of a NEW way of life in scenic, healthful surroundings, our agency expansion program offers genuine economic security in most western states.

Write us for complete details.

THOMAS F. DALY II
Director of Agencies

The CAPITOL LIFE
INSURANCE COMPANY

Established 1905

CLARENCE J. DALY, President HOME OFFICE, DENVER

Institute of Home Office Underwriters Convenes Nov. 1-3

The Institute of Home Office Underwriters will hold its annual meeting Nov. 1-3 at Omaha. Among the speakers will be Eugene M. Thoré, general counsel L.I.A.; Dr. J. W. Johnson, Jr., medical director Interstate L. & A., and Martin B. Williams, executive director Life Insurance Conference. John T. Acree, Jr., Lincoln Income Life, will be general chairman. The presidential address will be given by William H. Neely, Southern Farm Bureau Life.

An executive committee meeting will be held on Tuesday afternoon preceding the meeting. Advance registrations indicate that 450 will be in attendance. Ray E. Button, Republic National Life, is in charge of registrations. A reception will be given by the life companies of Lincoln and Omaha on Nov. 1.

United L. & A. and Kansas Farm Bureau Life, have recently been admitted, bringing membership to 206 companies.

All Insurance in Same Public Relations Boat

Management and personnel in all branches of insurance—fire, life, property and casualty—have a common interest in the public relations problems and accomplishments of all parts of the business, Donald F. Barnes, director of promotion and advertising of the Institute of Life Insurance, said at the fall meeting of the Insurance Advertising Conference at Dennis, Mass.

"To the public, insurance is widely regarded as a single all-inclusive institution," Mr. Barnes said. "All too often members of the public do not differentiate between property and life insurance. Consequently, what happens either as a plus or a minus in one field of insurance is very likely to have a public relations effect on the other.

"Good public relations does not just grow or happen by accident; it is the result of conscious effort and in the case of management activities, conscious, organized effort," he said. "Everyone associated with insurance in any one of any of its special areas must be aware that conscious public relations efforts are a necessary part of modern business routine. If this is done, insurance, already in high standing with the public, should be assured continued and even higher standing in the years ahead."

N. Y. Film on W.C., D.B.L.

Delegates to the International Claim Assn. meeting at White Sulphur Springs saw a 15-minute documentary film, "So You Work in New York." The film was produced by the March of Time for the New York workmen's compensation board, whose chairman, Miss Mary Donlon, spoke at the meeting.

The film is a description of the operation of the state's workmen's compensation and disability benefits law. It is available to trade associations, management and labor groups, chambers of commerce, insurance groups, schools and other organizations. It may be obtained from the supervisor of the film library, motion picture unit, New York State Department of Commerce, 40 Howard St., Albany 7.

Prudential has made a \$9 million loan to Paramount Pictures. The investment consists of a \$7 million, 20-year mortgage on the Paramount building at Times Square in New York and a \$2 million 10-year note to the 1501 Broadway Corp., guaranteed by the film company.

Jordan Reminds Supervisors That the Agent is Boss

Morale is the keystone of the successful life insurance agency and good morale will never be achieved until manager and supervisor realize that they are the employees of the salesmen, Earl C. Jordan declared at a meeting of the Life Agency Supervisors of Chicago.



Earl C. Jordan

Mr. Jordan, a former club member now Massachusetts Mutual general agent, warned that the attitude some- times expressed in such phrases as "Oh, he's just an agent," is wrong and reminded his hearers that the job of all supervisory personnel and home office personnel is ultimately dependent on the agent.

Mr. Jordan stressed that important to agency morale is having all the agents working together in friendship. He said that in his operation he gets his own agents to bring in most of the new recruits and he gives all men in the agency a chance to know and approve a prospective recruit before he is taken on.

Mr. Jordan characterized as the four principles of good morale a sense of security, skill, proper agent recognition and a sense of responsibility.

Security, he said, is a combination of little things. He particularly emphasized that no agent's problem should be considered so small that the supervisor or manager will not take all the time that the agent wants to discuss the problem. Such a problem is immensely important to the individual agent and it is also of top importance, that he feel that his supervisors are vitally interested in his problems. Mr. Jordan recounted how on one occasion he kept a vice-president of his company waiting while he threshed out the inconsequential problem of a new agent which, nevertheless, was all-important to that agent. On Mr. Jordan's scale of values, the small problem of the one new agent was more important than the vice-president of the company.

Split Commission Understanding

A strong point in improving the sense of security of the agent is establishment in advance of an understanding on whether commissions will be split or not in cases where the manager or supervisor and the agent work together. A case that looked like a \$5,000 one may turn out to be a \$150,000 case and the splitting of commissions may be vitally important to both parties concerned. Mr. Jordan said that though he personally doesn't believe in splitting commissions, the important thing is that in advance the supervisor on the case and the agent establish whether or not they will split commissions.

He termed it of top importance for the manager and the supervisor to fire a man who is not making the grade quickly and of equally high importance for them to help this man get a job elsewhere in life insurance or in another business. The supervisory staff of an agency should make it plain to every agent that he should give everything he has to life insurance, and not worry about keeping irons in the fire for other jobs in case he does not make a success. If he should fail after honest total effort, then the supervisory staff should make it clear that they are going to help him find his niche.

The supervisory staff of an agency can't know everything about everything. Mr. Jordan warned, and the most dangerous thing for a supervisor or manager to do is to bluff when an agent asks him a question. The best approach is for the

supervisory answer, but.

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supervisor to admit he doesn't know the answer, but to say he will try to find out.

It is necessary for the individual life insurance man to have a high regard for himself, for his company, for the business and for the agent. Frequent recognition of the agent for his accomplishments is necessary. His picture should be gotten in the papers wherever possible with stories about his accomplishments. Mr. Jordan admitted this isn't often possible in the large cities, but said that the agent's achievements should be written up in an agency bulletin, which should come out weekly if possible, or in write-ups or letters to policyholders and prospects celebrating individual achievements of the agent. He said that in the agency bulletin it is most important to get as many names in as possible every week or every month.

Remember Associates' Birthdays

Mr. Jordan termed it advisable for the general agent to remember his associates on their birthdays and also to remember the birthdays of the girls in the office who can contribute considerably to the agency morale. He said that in his office they maintain a "bud" vase in which a rose is placed for each girl on the day she has a birthday. For the 25 cent rose many benefits in increased morale and efficiency are obtained by the agency.

He advised the supervisors present to remember to congratulate an agent on an application no matter how small it may be. He told his hearers to concern themselves not only with the production but with the personal affairs of their men. Where there is sickness in an agent's family, the supervisor should remember to at least drop a card to the sick person.

Mr. Jordan said the agency heads have the responsibility of releasing to the agent as much time as possible for him to get out in the street and produce. In this direction in the Jordan agency a programming department has been established. Likewise an auditing department has been established which relieves the agent of another onerous chore.

Mr. Jordan said in his agency a particular effort is made to make sure that secretarial help is always available.

He suggested that each agency keep an age-change lead system or some other similar system to pass on leads whenever possible. He has found there is nothing better for an agent in a slump than for his supervisor to be able to give him a lead that will put him back on the beam. Even the smallest sale is sufficient to boost an agent's morale to the point where he gets into selling again.

See Bonus Surtax Relief in Minn.

MINNEAPOLIS—In his presidential address before the annual meeting of Insurance Federation of Minnesota, C. W. Hall, president of Northwestern F. & M., reported that state authorities have agreed to cooperate in gaining remedial legislation in 1951 which may free insurance companies from taxation to pay for the state soldier bonus. In the report which was read, because of the absence of Mr. Hall on other business, the president expressed hope that this 5% surtax could be removed. This had, in effect, imposed for the first time in Minnesota an income tax on the insurance companies. Heretofore the premium taxes had been accepted as a credit against income tax, but the attorney general had held this did not apply in the case of the bonus surtax.

All Officers Reelected

Mr. Hall reported that the federation will back the request of the state fire marshal for larger funds to carry on his work. He said that preliminary work has been done on a new standard fire policy for Minnesota and that when a form has been drafted it will be submitted to all segments of the business for approval and passed on to the legislature.

All officers were reelected. George W. Wells, Jr., vice-president of Northwestern National Life, was added to the legislative committee. L. D. Engberg, local agent at St. Paul, a vice-president, presided.

Convention Dates

Sept. 21-22, All-Industry committee deliberations on uniform agent-broker licensing bills, unlicensed insurer bills and interstate compact proposal, New York.

Sept. 25-27, Life Office Management Assn., annual, Royal York hotel, Toronto.

Sept. 25-29, National Assn. of Life Underwriters, annual, Hotel Statler, Washington.

Sept. 25-28, National Fraternal Congress, annual, Statler hotel, New York City.

Oct. 3-6, American Life Convention, annual, Edgewater Beach hotel, Chicago.

Oct. 12-13, N.A.I.C. zone 5, Kansan hotel, Topeka.

Oct. 16-17, Zone 3 Commissioners, Statler hotel, St. Louis.

Oct. 23-24, Actuarial Club of the Pacific States, Del Monte Lodge, Pebble Beach, Cal.

Oct. 23-25, Life Insurance Advertisers Assn. of America, annual, Claridge hotel, Atlantic City.

Oct. 23-26, Assn. of Superintendents of Insurance of Canada, General Brock hotel, Niagara Falls, Ont.

Nov. 1-3, Institute of Home Office Underwriters, annual, Fontenelle hotel, Omaha.

A Lifetime Pension Income

that GROWS
and - GROWS
and - GROWS

Every dollar of commission income, first year and renewal . . . every dollar of production . . . required for qualification . . . adds to the retirement annuity and life insurance protection Great Southerners are automatically accumulating under the Great Southern Agents Benefit Plan.

There are no limits imposed by the Company on the amount of retirement income and life insurance protection the career underwriter can build for himself and his dependents.

1. Substantial pension benefits at retirement age.
2. Substantial benefits for dependents in event of death before reaching retirement age.
3. Liberal hospitalization and surgical benefits; the right to purchase these benefits for his wife and children.
4. Special benefits in event of total and permanent disability before reaching retirement age.

GREAT SOUTHERN

Life

INSURANCE COMPANY

HOME OFFICE HOUSTON 1, TEXAS

WANT ADS

Rates \$12 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline Tuesday noon in Chicago office — 175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER
LIFE EDITION

EXCELLENT OPPORTUNITY

Well known middle-western company needs a home office Accident and health supervisor. Must be under 50 with experience in training men in field, assisting in home office schools and development of sales material. Excellent opportunity for advancement. Write giving age, past experience and salary expected. Replies held strictly confidential.

Address B-73, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

ACTUARIAL STUDENT

Large midwest life insurance company with sizable Group business, desires the services of an Actuarial Student 25 to 35 years of age, who has passed at least 4 examinations and who plans to continue for his Fellowship. Excellent opportunity for advancement in actuarial and administrative work. Address B-67, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

PASADENA OFFICE SPACE

Office space available in Class "A" building on most important corner in Pasadena. From 200 to 20,000 square feet. Parking. Write T. D. Rogers, 9014 Wilshire Blvd., Beverly Hills, California.

INDUSTRIAL GENERAL AGENTS

Unique general agency contracts available for top industrial life producers in Pennsylvania and Ohio. Modern line of industrial life policies with popular ordinary contracts. A & H agencies can supplement income with this new line of life business. Address B-72, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

EDITORIAL COMMENT

Pass the Rankin Bill Quickly

The immediate urgency of doing everything possible to get the Rankin bill for free indemnity to servicemen passed at the earliest possible moment is pointed up by several recent developments.

One of these is the Flood bill, just introduced, which would provide automatic National Service life insurance coverage and make it retroactive. The motivation was supplied by the tragic deaths of 33 national guardsmen in an Ohio railroad wreck. Obviously the Flood bill is an attempt to accomplish what could be much better and more economically effected by the Rankin bill.

Another factor is that pressure on newly inducted service men to buy NSLI has been trifling compared to what it

was in the last war. Even with all the heat that was put on servicemen then, 10% of the casualties had no NSLI coverage and only 56% of the servicemen owned the maximum of \$10,000.

In fairness to the servicemen, the coverage should be free, for those who need the coverage the most may well be those who feel they can afford it least. From the taxpayer's point of view it would be far cheaper to give the coverage away than to charge for it, as the Hardy subcommittee proved beyond question.

But if forces in favor of the Rankin bill are not mobilized fast and effectively we may be saddled with some weird monstrosity as a compromise attempt to reconcile the views of well intentioned but not too well informed proponents.

Appealing from Department Rulings

Attorney-general A. E. Funk of Kentucky has shown a broad-minded and statesmanlike attitude on the question of whether life insurance agents can be taxed by municipalities or are immune because their companies have to pay a premium tax that the law says shall be in lieu of all other excise, license, or occupational tax or other taxes imposed by the state or by any county, city or taxing district in the state.

Funk's view is that the company exemption doesn't extend to its agents. But instead of trying to make the agents take his view and like it, he concedes that there are two sides to the question and suggests that a test suit be brought so that the matter may be decided directly by the court of appeals.

This is an attitude that could well be more widespread, though it probably is more prevalent among insurance supervisory officials than is generally realized.

If state supervision of insurance is going to continue in its present role it will need not only the cooperation of the companies but, when the occasion requires it, their "loyal opposition" as well. Fair and effective supervision is not achieved by letting an insurance department go ahead with policies that those being supervised are convinced are erroneous.

Where all or a group of companies are involved, there is little tendency to be backward about opposing objectionable departmental actions, although it sometimes happens that companies will jointly as well as individually knuckle under because they feel that even if they

should win in court the commissioner would very likely get the law changed and they might be in a worse position than they were before.

But where a single company get what it feels to be a wrong decision from a commissioner, it is more than somewhat likely to be deterred from demanding its rights by the thought that it may be breeding future trouble for itself. There are annual reports that the department will be auditing, not to speak of triennial examinations. Is it smart business to take issue with a commissioner's ruling and risk being subject to special and adverse attention the next time there is something in an annual statement or in an examination that could be viewed either strictly or leniently?

Those familiar with the inner workings of insurance departments say that the risk of such retaliation is greatly overestimated; that if a company thinks a departmental decision is wrong it should stand up on its hind legs and say so, without being timorous about possible aftermaths.

A former departmental official who has since achieved prominence on the company side of the fence used to suggest to company representatives who didn't like his rulings that they take the matter to court and get it adjudicated. He believed he had given the correct decision but didn't feel personally affronted if a company wanted to ask the judge who was right. He felt that the courts are just another branch of the government and that one of their functions is interpreting the law

when the public and administrative departments disagree.

When a caller would indicate concern about getting his company in wrong with the department, this official dispelled their fears with positive reassurance that there would be no attempt to crucify them for having questioned the department's infallibility.

From the viewpoint of the state supervisory authorities as well as that of the companies, it is a bad thing for rulings to be allowed to stand untested when well-informed company counsel think they are in error. Nobody wants to see every trivial point taken to court but when a company thinks it has a legitimate basis for questioning a departmental ruling it might be surprised to learn how little reason there is to hold off because of the supposed risk

that the department will later make things uncomfortable.

Naturally, such moves will produce the best long-range results if they are undertaken in an atmosphere of friendliness and without any personalities being involved. There is no need for any resentment on one side or the other. Actually, it is a protection for a state official to have the sanction of the courts for his actions. Far from indicating any lack of firmness, the supervisory official who welcomes a court test of his decisions is exhibiting a statesmanlike attitude. In fact, a bristling hostility toward any suggestion that a decision is ill-founded is far more indicative of a distrust of the soundness of one's own position than is a broad-minded willingness to cooperate in letting the courts make a deciding ruling.

PERSONAL SIDE OF THE BUSINESS

Charles F. Williams, chairman of Western & Southern, and Mrs. Williams received the grand cross of the papal order of the Holy Sepulcher from Cardinal Spellman during the celebration of a mass at the Cardinal's residence in New York. Mr. Williams is also a master knight of the Sovereign Military Order of Malta and a knight commander of the Order of St. Gregory the Great. Mrs. Williams, her youngest son, J. R. Williams, financial vice-president of Western & Southern, and her daughter, Mrs. Lawrence Kyte, sailed on the Queen Mary to make a pilgrimage to Rome.

Charles L. Halsted, New York Life, Brainard, Minn., was defeated in his bid for nomination for governor in the Democratic-Farmer-Labor primary.

A group of Cincinnati life insurance men have organized the "Cincinnati life underwriters for Bob Taft." Co-chairmen are C. V. Anderson, Provident Mutual; Judd C. Benson, Union Central; August Bondi, Metropolitan; Henry Blohm, Provident Mutual; William Brunton, Mutual Benefit; J. S. Drewry, Mutual Benefit; L. B. Perin, Fidelity Mutual; Harry Pressler, John Hancock; Lee Scheuer, State Mutual; Thomas Strange, Ohio National, and B. S. Taylor, New England Mutual.

Davis L. Shultes, chief of the statistical division of the New York department at Albany, is recuperating at home from an illness.

Pearce Shepherd, vice-president and associate actuary of Prudential, is attending a three-month advanced management course at Harvard.

Joseph H. Chaille, superintendent of the group department of Equitable Society, has been called to active duty as an army colonel.

Fred B. McCormac, A.&H. sales leader of Pacific Mutual and top-star member of its Big Tree producers' club, who is chairman of the aviation committee of the Oakland chamber of commerce, conceived and co-sponsored panel sessions at the recent air freight clinic held in

Berkeley. The affair attracted wide public interest and received extensive publicity.

Edward L. Scheufler, former Missouri insurance superintendent, has moved his law office from room 1503, Commerce building, Kansas City, to larger quarters at room 1402-3 in the same building.

A. E. D'Emilio recently completed 25 years as manager at Pittsburgh for Ohio State Life. He has qualified for the leaders' club each year since joining the company.

Kenneth R. MacKenzie of the Summers agency of New England Mutual Life in Boston was one of five experts in estate planning who addressed the national convention of the Financial Public Relations Assn. in Boston.

Harold J. Cummings, president of Minnesota Mutual Life, has been named chairman of the St. Paul Community Chest committee. A. B. Jackson, president of St. Paul F. & M., is one of the captains.

Dan W. Flickinger, general agent of John Hancock in Indianapolis, has been appointed chairman of the blood donor recruitment committee for the Indianapolis Red Cross. He has personally donated 14 pints of blood during and since the last war.

Alan F. Lydiard, company photographer for John Hancock, has been appointed to teach a fall semester course in commercial and industrial photography at the school of public relations and communications of Boston University.

Miss Barbara Jean Cummings, daughter of President Harold J. Cummings of Minnesota Mutual Life and Mrs. Cummings, recently became the bride of Harold James Prendergast.

M. C. Clarke, president of Dunbar Life, contributed an article on "Fifty Years of Progress in Negro Insurance" to a special supplement of the Pittsburgh Courier.

Col. Franklin d'Olier, retired president and chairman of Prudential and

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UNITY INSURAN

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E. R. DEMIN President

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first national commander of the American Legion, participated in ceremonies in Washington, D. C., at the laying of the cornerstone of the Legion's new headquarters building.

Don I. Parker, vice-president and actuary of Security Mutual Life, has been elected governor of the Nebraska-Iowa district of Kiwanis International.

Hugh O. Maclellan, vice-president of Provident Life & Accident, has been named chairman of the business areas division of the Chattanooga Community Chest.

Thomas I. Parkinson, president of Equitable Society, has been appointed chairman of the committee arranging the anniversary dinner of the New York State Chamber of Commerce at the Waldorf-Astoria hotel Nov. 16. He is a past president of the chamber.

Bill Introduced Asking for Automatic NSLI

WASHINGTON—Rep. Flood, Pennsylvania, has introduced a bill to amend the National Service life act to provide automatic coverage for all servicemen for the period immediately following entry into military service effective until application is made for NSLI. This would be retroactive and apply to members of the 28th division killed in a troop train wreck in Ohio.

The bill is being introduced because men entering the service have not been especially urged to take out NSLI immediately after entering the armed forces as they were during the last war.

Home Life Not to Cancel Disability Outside Korea

Servicemen whose policies with Home Life of New York include disability and accidental death benefits will have these provisions continued in force at least through 1950, provided they are not serving in Korean territory.

The normal practice of terminating these benefits for servicemen in time of war is applied, for the present, only to those who are involved in the area of the current conflict.

To Leave Installment Interest Free of Tax

WASHINGTON — Senate-House conferees working on the \$4½ billion tax bill agreed not to change the present law by which the interest element in installment proceeds of life policies is tax free. Company and producer organizations opposed the change and had testified at congressional hearings on the proposal.

THE UNITY LIFE & ACCIDENT INSURANCE ASSOCIATION

Insures The Whole Family

Unity agents are equipped to serve every need for personal insurance. Juvenile policies our specialty.

E. R. DEMING President **L. J. BAYLEY** Secretary

HOME OFFICE — SYRACUSE, N. Y.

DEATHS

R. M. Clark Dies; 1st Vice-President of Continental Group

Rollin M. Clark, 51, 1st vice-president and secretary of Continental Casualty and Continental Assurance, died in Passavant hospital at Chicago of a heart involvement. Away from his office much of the first half of this year, Mr. Clark had been seemingly partially recovered from the involvement by summer and had been returning to his desk for successively longer periods in recent months.

Mr. Clark entered insurance as assistant manager of the insurance department of the U. S. Chamber of Commerce. He later served as insurance editor of the United States Daily.

Mr. Clark then became deputy in the New York department. He was first deputy superintendent at the time of joining Continental in 1937 as assistant comptroller.

Mr. Clark was elected comptroller of both companies in 1938. Two years later he was elected vice-president, secretary and director. In 1944 he was made 1st vice-president of Continental Casualty and a year later was named to the same position for Continental Assurance.

In addition Mr. Clark served as vice-president and director of Transportation and National Casualty. He served the business in many capacities, being, at the time of his death, state vice-president of American Life Convention. He was former president of the Insurance Federation of Illinois and chairman of the insurance advisory committee. Mr. Clark was a member of the all-industry committee and was very active in inter-company negotiations following the S.E.A.U. decision. He graduated at University of Pennsylvania and received a law degree from George Washington University.

Barrett Woodsmall, 48, Dies After Operation

Barrett M. Woodsmall, 48, executive vice-president and treasurer of the H. H. Woodsmall general insurance agency of Indianapolis and before 1944 vice-president of the American Service Bureau, died Tuesday in Methodist hospital, Indianapolis, following an operation.

Mrs. Woodsmall was bereaved not only by her husband's death but by that of her mother, who died the previous evening.

Mr. Woodsmall worked as a young man in his father's agency and after graduation from Indiana University worked there for seven years. He was also secretary-treasurer of Union of Indiana, in which the Woodsmall family owned a controlling interest.

Mr. Woodsmall joined the American Service Bureau in 1930 as executive assistant, becoming vice-president in 1933. He was also assistant to the general manager of the American Life Convention, the late Col. C. B. Robbins.

In his younger days in Indiana Mr. Woodsmall owned a number of dirt track racing cars and drove in many races. He also learned to fly and barnstormed in a first-war training plane.

MRS. N. W. BURRIDGE, 80, mother of Howard J. Burrige, president of the National Underwriter Co., died at Farmington, Mich., Sept. 17. Mrs. Burrige was cashier of the National Underwriter Co. at Chicago from 1910 to 1915, and it was because of her

recommendation to C. M. Cartwright, now editor emeritus of THE NATIONAL UNDERWRITER, that Howard Burrige was employed in 1913. A grandson, John C. Burrige, is assistant editor of THE NATIONAL UNDERWRITER, and another grandson, Robert R. Burrige, is with the western department of Crum & Forster at Freeport, Ill.

H. BARRETT KING, former president of Florida Assn. of A. & H. Underwriters, who represented World of Omaha at Miami, died there. He was president of the Florida association at the time the International association held its last mid-year meeting at Miami Beach in January, 1947, and was reelected later that year to serve a second term.

RAY C. STILES, 60, former examiner for the Iowa department, died at Rochester, Minn. He was office manager of Penn Mutual Life for seven years before joining the department.

EARL SALISBURY, 60, general agent for Ohio National Life in St. Louis, died there. He had been with Ohio National more than 20 years. He attended Cornell University and served as a pilot in the army air corps in the first war.

WILLIAM TINKLER, examiner for the California department since 1925, died suddenly at New York, where he was taking part in the triennial examination of New York Life.

Benjamin H. Burt, 68, who wrote the song "There's No One with Endurance Like the Man Who Sells Insurance" died at his home in Amityville, N. Y. He was the composer of many other popular pieces in the past half century.

Equitable Freight Car Deals Now Total \$132 Million

The Equitable Society plan for the lease of freight cars and Diesel locomotives to railroads has resulted in contracts for railroad equipment costing more than \$132,000,000. This includes 19,150 freight cars costing more than \$102,000,000 and 207 Diesel locomotives costing about \$30,000,000. In addition, negotiations started this week with four railroads for equipment costing approximately \$15,000,000. The current shortage of freight cars and the mounting freight loads due to the war in Korea have considerably enlarged Equitable's purchase-lease car and Diesel investment plans.

Bixby Honored



F. W. Boyce, left, vice-president, and C. W. Arnold, center, vice-president and superintendent of agencies of Kansas City Life, presenting birthday greetings in the form of applications to W. E. Bixby, president. The applications resulted from a drive in honor of Mr. Bixby's birthday.

Outlives Mortality Table

Dr. Frederick B. Streeter, 96, Glens Falls, N. Y. physician, has outlived the mortality table and recently collected \$5,141 on the policy he purchased from Mutual Life 63 years ago. He has paid no premiums since 1907, when he elected the paid up option.

K. C. Wright has been elected president of **Durham, N. C., managers.** Marshall A. Brinkley is vice-president and R. S. Hicks, secretary.

A Full Kit

Retirement

Juvenile

Family Income
(10-15-20-25 yrs.)

Double and Triple

Term to 70

Mortgage

Group

Accident

Health

Hospital

Family Hospital

Immediate
Annuity

Deferred Annuity



The **COLUMBIAN NATIONAL LIFE INSURANCE Company**
BOSTON, MASSACHUSETTS

NEWS OF LIFE ASSOCIATIONS

Hold Missouri Mid-Year Meet at Springfield Oct. 13

Missouri Assn. of Life Underwriters will hold its mid-year meeting at Springfield October 13.

The Springfield association is arranging for a special luncheon and sales congress. O. Sam Cummings, Texas manager of Kansas City Life, former N.A.L.U. president, will be one of the congress speakers. There will be two other well known life men on the program.

President Ray Lowry of the Springfield association has appointed five special committees to cooperate with the Missouri association in arranging for the meeting.

Protest Sale of Insurance on Children by Teachers

The Knoxville Life Underwriters Assn. has filed a protest with County Superintendent Mildred Doyle against the sale of insurance against death or injury to children during the school day and en route to and from school. Parents are being solicited to send \$1 to the home room teacher for coverage of each child. Local underwriters feel that this is an entering wedge to the offer of other policies. School officials promised to investigate.

Join to Urge UCD Fight

A joint appeal by Washington Assn.

of Insurance Agents and Washington Life Underwriters Assn. has been issued to all insurance offices in the state to enclose a leaflet with all outgoing mail urging friends and clients to vote against Referendum 28, the unemployment compensation disability law which will appear on the Nov. 7 ballot.

The leaflet, which is available in any quantities desired, sums up briefly the arguments against the measure.

Coffeyville, Kan.—Details of the south-east sales congress to be held in Coffeyville Oct. 20-21 were discussed. Elmer C. Moore, New York Life, Wichita, was endorsed for trustee of the National association.

New York City—The Long Island branch heard David B. Fluegelman, Northwestern Mutual, New York, candidate for N.A.L.U. secretary, outline his sales philosophy. James B. Kennedy, Equitable Society, Queens Village, received a certificate in appreciation of his service as president of the branch. Registrations were taken for the fall C.L.U. courses at Hofstra College.

Chicago—A seminar on the new social security law will be held on the morning of Sept. 22. Hilbert Rust, R. & R. Service, will conduct the seminar which is free to members.

Ronoke—C. Brainerd Metheny, general agent of Fidelity Mutual Life in Pittsburgh, addressed the meeting and Fred Reynolds, chairman of the Life Underwriters Training Council, announced plans for the coming LUTC program. Classes will be taught by G. Frank Clement, home office agency manager of Shenandoah Life.

Terre Haute—Doyle Zaring, manager of agencies of Indianapolis Life, told the

meeting that development of "selling and showing" techniques can pay handsome dividends to the agent.

Kokomo—R. W. Osler, vice-president Rough Notes Co., addressed the meeting on "creeping socialism" and said that "every time you sell a policy, it means one more person who has less reason to run to Washington for a subsidy."

Jackson, Mich.—Dale Kerr, manager of New England Mutual, talked on "Present-Day Trends" at the opening fall meeting.

Enn Claire, Wis.—Sy Mannix, general agent Old Line Life, has been elected president of the Chippewa Valley association. Gordon Fleming is vice-president; Anna Thompson, secretary, and La Verne Lewis, treasurer. Leo Duax and Archie Hurst was named delegates to the national convention.

Madison, Wis.—J. E. TePoorten, coordinator of occupational extension for the Wisconsin state board of vocational training, discussed "Training for Security."

Peoria—The Illinois state association, Illinois Round Table, general agents and managers and the annual Peoria Sales Congress will all meet in Peoria Nov. 3-4. William King, general agent at St. Louis for Fidelity Mutual Life, addressed a combined meeting with the C.L.U. chapter. Helen Keller, manager of the local social security office, led a discussion of the new social security act. Plans were announced for the opening of a class on part D of C.L.U. to be taught by George Clinebell of Bradley University.

Washington, D. C.—Victor Sadt, manager of the Washington social security field office, spoke on the new social security legislation. The film, "The Search for Security," was shown.

Minneapolis—Gov. Luther Youngdahl spoke on "The Importance of Professional Folks Identifying Themselves with Their Own Guild or Association."

Pittsburgh—Patrick M. Mucci, Metropolitan Life, Paterson, N. J., spoke on "I'm in the Life Insurance Business!"

Syracuse—Paul Troth of the field service division of Home Life of New York gave a talk illustrated by cartoons at a breakfast meeting that launched the fall season.

Newark—Lawrence E. Simon, general agent of Massachusetts Mutual in New York City, was the speaker.

Austin, Tex.—John C. Leslie, editor of Insurance Record, Dallas, spoke on "What Price Complacency." He reviewed the growth of socialism in England.

Fort Worth, Tex.—Richard E. Chalmers, Southland Life, Austin, who produced \$600,000 of life insurance the first six months he was in the business, spoke on "How I Sell Life Insurance."

He sells on the two-call plan unless the prospect shows a desire to buy on the first call. This he considers extremely rare. Mr. Chalmers paid for \$295,000 in August and received the President's Trophy.

San Antonio—The program of the September meeting was in charge of the San Antonio C.L.U. chapter, with Henry Coutret, Ohio National, directing. Harry Wise, Equitable Society; Warren Hewitt, Northwestern National; Julius Stein, broker; Sidney Wiedermann, Union Central and Russell E. Hoaster, Federal Life, reviewed the various parts of the C.L.U. course.

J. L. Thorgren, Bankers Life of Iowa, president, San Antonio chapter, spoke on the American College and its work.

Hamilton, Ont.—New president is C. B. Schmuck, Prudential of England; vice-president, Gordon Richardson, London Life; secretary, M. J. Doll, Mutual of Canada.

Sault Ste. Marie, Ont.—Maurice R. Hamilton has been elected president. Vice-president is George Stanbury, London Life; secretary, Vincent J. Naphan.

Harrisburg, Pa.—William Elliot, president of Philadelphia Life, told the association higher taxes are forcing the public to "hire estates" by paying life insurance premiums.

Portsmouth, O.—Lou C. Chapman, Ohio State Life, has been elected president; R. E. McGlone, Western & Southern, vice-president, and Joseph Hansgen, reelected secretary.

Columbus, O.—The first fall meeting Sept. 22 will be sponsored by the C.L.U. and Warren T. Hackett, vice-president and trust officer of Huntington National Bank, will speak on "Are Taxes Destroying Business?" National quality awards will be given 15 members.

Topeka, Kan.—The year opened with a breakfast meeting at which Governor

Carlson spoke on "Insurance and Security." President Herb Langsdorf, Jr., New England Mutual, announced that the association is heading a complete life underwriters section of the Topeka Community Chest campaign.

Plainsmen (Kan.)—A picnic at Colby with wives and families as guests opened the year. A joint seminar with the Southwestern Kansas, Central Kansas and Northwestern Kansas associations was announced for Oct. 14 at Hays, with the Northwest Kansas association as host.

Wichita, Kan.—The new officers headed by Herbert P. Lindsley, Occidental, opened the year with a large turnout for the September luncheon meeting. Theo M. Green, Million Dollar Round Table producer, with Massachusetts Mutual at Oklahoma City, spoke.

Cincinnati—Sales opportunities provided by the new social security law were pointed out by Hilbert Rust, vice-president and managing editor of R & R Service. Mr. Rust analyzed the law and then discussed life insurance situations created by it. A. L. Bondi, manager of Metropolitan, co-attendance chairman, presided.

POLICIES

American United Offers New Children's Policy

American United Life has begun using a new children's policy, the "junior shielder." It is a life paid-up at 70 with modified premiums for two years and dividends beginning at the end of the second year. Until the child becomes 16, the amount is one-fifth the ultimate amount. At 16 the amount increases to half the ultimate amount, and the policy attains its full value when the insured becomes 21.

For a \$1,000 unit, at age 10, the premiums for the first two years are \$55.96 and thereafter \$60.99. Dividends from the second to the 20th year range from \$5.12 to \$16.47.

New Family Income Plan

Aetna Life has extended its family income plans to provide family income benefits to age 65 on two new non-participating plans. The first plan provides for premiums to be payable during life, but with a reduction in premiums at age 65 to the non-participating ordinary life rates for the original age. On the second plan premiums are payable to age 65, at which time the policy becomes full paid. Annual premiums are as follows:

Age	Ord. Life	With Fam. Inc.	Pd.-up at 65	Age	Ord. Life	With Fam. Inc.	Pd.-up at 65
20	\$23.49	\$25.29	\$25.29	40	\$37.74	\$44.33	\$44.33
25	25.69	28.01	28.01	45	43.35	54.27	54.27
30	28.98	32.08	32.08	50	50.43	70.24	70.24
35	32.99	37.24	37.24	55	58.78	100.14	100.14

Campaign Nets \$5 Million

Over \$5 million of business was produced during an August campaign among four agencies of Lincoln National Life. The winners were the Washington, J. D. Marsh, and Baltimore, Roy Lanham, agencies, which were teamed against Norfolk and Newark. Conclusion of the campaign was celebrated at an outing at the Towson, Md., home of Mr. Lanham.

Offer "Speedwriting" Course

A course in "Insurance Speedwriting" is being offered by the McMillen Institute, headed by Clifford L. McMillen, who was formerly New York City general agent for Northwestern Mutual Life and manager for Prudential. It is a shorthand course based on the alphabet instead of shorthand symbols.

Production of the Jones agency of Connecticut Mutual Life in Los Angeles is up 72%, putting it in eighth place in the company compared with 10th a year ago.



Fall is always a 'GO' signal for aggressive selling. This year Pacific National men are well under way toward chalking up the greatest year in the history

of the company — Why? . . . Because Good Home Office support, attractive SALABLE policies and a continuing planned program make Pacific National one of America's fastest growing companies.

Inquiries invited from aggressive men and women who seek higher earnings and a permanent business of their own with a company that is 'Going Places'.

Licensed and actively operating in 10 Western States and Territory of Hawaii

'A Strong Company Building a Strong West'

PACIFIC NATIONAL LIFE ASSURANCE COMPANY

MAIN STREET AT FIRST SOUTH, SALT LAKE CITY

RAY H. PETERSON
President

KENNETH W. CRING
Vice Pres. and Supt.
of Agencies



Mutual 3 New

Mutual Life Koenigsberg



P.F. Koenigsberg

attended the Mr. Koenigsberg, mutual since 1919, apolis and Du Chicago, and home office. Mr. Rowland since 1946 as Pasadena, ass



C. W. Rogers

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Life of Virginia Manager

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LIFE AGENCY CHANGES

Mutual Installs 3 New Managers

Mutual Life has installed Patrick F. Koenigsberger as manager in Beverly Hills, Cal., William H. Rowlands as Pasadena manager, and Carl W. Rogers Long Beach manager.

Mutual Life officials, including Roger Hull, executive vice-president, and Stanton G. Hale, vice-president and manager of agencies, and leading business men from the new agency territories, attended the installation programs.

Mr. Koenigsberger has been with Mutual since 1946 as an agent in Minneapolis and Duluth, assistant manager at Chicago, and training assistant at the home office. He is a navy veteran.

Mr. Rowlands has been with Mutual since 1946 as an agent in Glendale and Pasadena, assistant manager of the Los

will continue as general agent.

Mr. Pittman joined the company as agency manager in 1929. He became Birmingham general agent in 1936.

Shilling Heads 2nd L.A. Agency of Home Life, N.Y.

Home Life of New York has opened a second agency in Los Angeles with John J. Shilling as manager. It is at 510 West Sixth street.

Mr. Shilling has been with Home Life as an agent, assistant manager, and agency field assistant in the home office.

A navy veteran, Mr. Shilling's previous experience included a position as assistant supervisor of industrial relations for Columbia Steel Co. He graduated from University of Utah and at-

tended graduate school at the U.S. Naval Academy.

Bankers National Names P. F. Daly, Jr., Newark G. A.

Bankers National Life has named Peter F. Daly, Jr., general agent at Newark. A Fordham graduate, he entered the business in 1937 with Home Life of New York. He has qualified for the Quarter Million Dollar Round Table and has received the national quality award every year since it has been awarded. He is an L.U.T.C. instructor in Newark and has completed four of the five C.L.U. examinations.

Reliance Names Fulwiler

H. C. Fulwiler has been named manager at Washington, D. C., for Reliance Life. He was with the maritime commission, Reconstruction Finance Corp. and the war assets administration before joining the Washington office of Reliance in 1948.

Equitable Names Three

B. C. Selberg has been promoted from district manager at Salem, Ore., for Equitable Society to assistant agency manager at Portland, Ore. He is being

replaced at Salem by R. F. Howells, formerly at Corvallis, Ore. J. S. Ellison has been named manager at The Dalles, Ore.

Franklin Names Blowers and Windram in Pa.

Franklin Life has appointed William G. Blowers as general agent in Ridgway, Pa., and George Windram as special representative in Pittsburgh.

Mr. Blowers has been in life insurance



P. F. Koenigsberger



J. J. Shilling



W. G. Blowers



George Windram



C. W. Rogers



W. H. Rowlands

Angeles agency, training assistant at the home office. He is an army veteran.

Mr. Rogers has been in the life business since 1937 and with Mutual since 1941 as an agent and assistant manager at San Diego, and training assistant at the home office. He is a navy veteran.

Life of Virginia Makes Managerial Appointments

Ray H. Schmidt has been named manager of an ordinary agency opened at Panama City, Fla., by Life of Virginia. Mr. Schmidt was graduated from the University of Wisconsin. He served



G. F. Albright



R. H. Schmidt

with the navy. He was formerly with Lincoln National Life in Milwaukee.

George F. Albright has been named manager of Atlanta 2 district. Mr. Albright was educated at Davidson College. He joined Life of Virginia in 1940 and was associate manager in its Charlotte agency. He has managed the agency training division in the home office. He fills the vacancy created by the advancement of W. Randolph Toler to assistant vice-president.

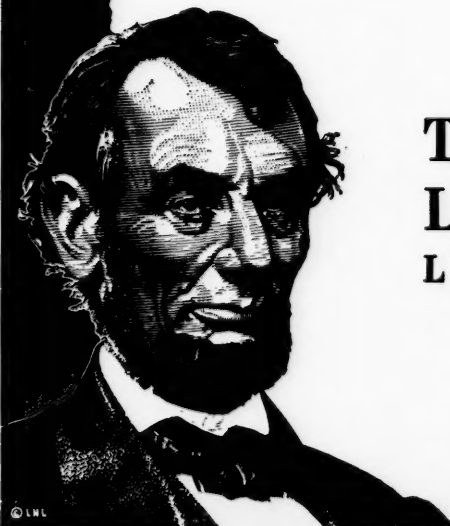
W. I. Pittman to Retire

W. I. Pittman, general agent for John Hancock in Birmingham, Ala., will retire Sept. 30 after 14 years as general agent there. His partner, E. E. Beason,

Broad, Liberal, and Sound

The Lincoln National field man offers substandard coverage as *broad*, as *liberal*, and as *sound* as modern actuarial science can make it. Backed by a company with 39 continuous years of experience in the substandard field, he brings the comfort and protection of life insurance to impaired risks with expected mortality as high as 500% and at ages up to 70.

Lincoln National's broad, substandard coverage is another reason for our proud claim that *LNL is geared to help its field men.*



The LINCOLN NATIONAL LIFE INSURANCE COMPANY

Fort Wayne 1, Indiana

Its name indicates its character

ACCIDENT

Challenge Constitutionality of Minimum Benefits Law

A three-page letter challenging the constitutionality of the California minimum benefits law was filed by Charles Thompson, attorney representing Constitutional Life, at the hearing held by the California department on the rules and regulations to be promulgated under that law.

Mr. Thompson's letter, framed in a tight legal parlance, questioned not only the constitutionality of the statute, but that of any possible regulations.

Discuss Tie-in with A.M.A.

San Antonio Assn. of A. & H. Underwriters discussed plans for tying in with the advertising program of American Medical Assn. in bringing home to the public the greater advantages of freedom in selection of a physician to the socialized medicine plans.

Ray Haralson, assistant manager of Travelers at San Antonio, gave a demonstration of visual selling with C. B. Brussells of Catto & Catto as prospect. Mr. Haralson demonstrated methods which have proved successful in cold canvassing. He showed the necessity for alertness and a ready recognition of ideas given by the prospect.

The matter of selling the hospitals on private company insurance and the importance of cooperating with the doctors in their advertising campaign were discussed at a meeting of the executive committee of the Texas association at Corpus Christi. It was reported that local associations will go along with the advertising program of the A.M.A. and probably run advertisements listing the members of the associations.

The program for the convention of the International association at Dallas next June was discussed.

Bohlinger N. Y. Speaker

Supt. Bohlinger of New York will be the speaker at the 25th anniversary dinner of the A. & H. Club of New York at the Waldorf Astoria Oct. 26.

Mr. Bohlinger will be the guest of honor at an informal reception prior to the meeting. Hugo Henn, Indemnity of North America, is chairman of arrangements.

Carlson Joins Universal

William F. Carlson has joined Universal Mutual Casualty of Chicago as agency director of the A. & H. department. For three years Mr. Carlson has been sales promotion and advertising specialist with Bankers Life & Casualty at Chicago. He is a graduate of Northwestern University and entered insurance as a supervisor at Peoria for Beneficial Standard Life.

Meeting for Ticket Agents

MILWAUKEE — W. F. Stockdale, manager of the railway and ticket division of Travelers, conducted a sales meeting for agents here during the annual meeting of American Assn. of Railroad Ticket Agents.

Postpone Polio Assn. Parley

The meeting of Polio Insurance Assn. scheduled for Sept. 12 has been postponed to Feb. 27. The meetings are designed to air underwriting and claim problems, and it was decided to hold over until more statistical information is available.

Prior to the meeting questionnaires will be submitted to member companies so that statistical information for 1950 can be compiled in time for the discussions.

Sun Life of Canada has opened a new branch in Toronto under E. Clifford Marr.

SALES MEETS

Occidental Opens Regional Rallies

Occidental Life held the first of its 1950 three-day fall regionals at Chicago with nearly 150 agents and wives attending from the eastern, middle western and southern states.

Forced to go on a regional convention basis by the size of its production club, which can no longer be housed in one hotel, Occidental worked out an effective combination of school and convention for the new series of meetings. Qualifiers were treated to a program that combined features of field training and instruction with the inspirational material common to conventions of the customary type.

Qualifiers heard addresses by Executive Vice-president Horace W. Brower, Senior Vice-President V. H. Jenkins, Actuarial Vice-president Clarence H. Tookey, Vice-president William B. Stannard, Actuary Earl M. MacRae, Walter F. Schmitz, superintendent of A. & H. sales, Lester S. Roscoe, director of field training, Don Hartman, assistant group superintendent, and H. Dixon Trueblood, director of advertising.

Institute Film Shown

A series of sound slide films on sales techniques was shown and also the Institute of Life Insurance film, "For Some Must Watch."

One of the most popular features was a quiz show run by Mr. Roscoe. Fifteen agents competed for cash prizes and a jackpot accumulated from the prize money of the losers and fines assessed among the audience caught coaching. All questions were based on Occidental's rate book and policies.

Jackpot winner who topped the contestants in the final question panel was W. W. Taylor, Jr., of Houston, Tex. Other cash winners in the preliminaries were John Hanthorn, Omaha; S. S. Spindel, Washington, D. C.; J. W. Princell, Minneapolis; Seymour Schulman, Arlington, Va.; Alan E. Olson, St. Paul; and Paul Segal, Detroit.

Occidental's regional in the same pattern for Canadian agents is being held this week at Niagara Falls, Ont.

Manufacturers' Producers Convene at Victoria

Production Club qualifiers from western Canada and the United States attended an educational conference of Manufacturers Life in Victoria.

Speakers included James Sherratt, Vancouver manager; G. D. Young, Los Angeles; F. W. Schumann, supervisor, Vancouver; J. W. Griffiths, agency assistant, Manitoba and Head of the Lakes, and J. P. Haverty, agency assistant, Calgary. W. T. Thorpe and A. Kinch, managers of agencies, were chairmen of the two business sessions. The first session featured a quiz panel and the second consisted of three forums on business insurance, programing and prospecting.

Mutual Trust to Hold 1951 Nat'l Meet Sept. 5-7

Mutual Trust Life will hold its 1951 national meeting Sept. 5-7 in the Lake of the Bays region at Bigwin Inn, Ontario. In 1950, instead of a national meeting, Mutual Trust held two regional meetings, one at Saranac, N. Y., and the other at the Wisconsin Dells.

Hold Northwestern Nat'l Group Meet in Col. Springs

Regional group managers and representatives of Northwestern National Life held a three-day seminar at the Broadmoor, Colorado Springs. The

theme was "Making the Most of the Present Market."


The meeting was launched by Walter Bjorn, 2nd vice-president and director of group sales, and a short talk was given by President R. G. Stagg. Guest speaker was Milt Monasch, San Francisco, group consultant, who reviewed collective bargaining and compulsory health developments.

Climax of the seminar was the presentation of awards by Mr. Bjorn to top group producers of 1948 and 1949. George Cole, Houston, won the 1948 "golden arrow" award for the largest volume of new group business and Har-

lan Wheeler, Minneapolis, won the "silver beaver" award for the largest number of new cases. For 1949 Bert Shaughnessy, San Francisco, was winner of the golden arrow award and Mr. Wheeler repeated with a second silver beaver trophy.

Conn. Mutual Supervisors to Have Two-Week School

A group of Connecticut Mutual agency supervisors will meet for a two-week conference beginning Sept. 25 at the Edgewater Beach hotel, Chicago.




More Prospects for the Analograph

Long strengthened by the Analograph closing ratio of 1 out of 1.9, the Mutual Benefit life underwriter now has the new *Single-Interview Analograph* presentation as an additional tool! This short, practical and easily used Analograph unit enables a man to program those prospects who do not qualify for the complete service:

- The young man with a need for more life insurance, but with limited buying power
- The man whose insurance needs are simple
- The man who has only time for a single interview
- The man in an outlying district, where one interview is more efficient

For these prospects the Single-Interview Analograph simplifies the entire process, and effectively closes cases for the immediate potential!

**THE MUTUAL BENEFIT
LIFE INSURANCE COMPANY**

ORGANIZED IN 1845  NEWARK, NEW JERSEY

Frederick O. Lyter, superintendent of agencies, will be in charge. Others from the home office taking part will be Horace R. Smith, assistant superintendent of agencies, and Robert B. Proctor, agency assistant. On the last day, George F. B. Smith, agency vice-president, will address the conference.

Special emphasis will be placed on selection and training of new men, incentive compensation plans and aids in supervision. New sales techniques will be demonstrated and there will be round table discussions on advanced underwriting problems.

Huerta Lecture Printed

The lecture delivered by J. Huerta Ballester, son of the president of Spanish Life of Madrid, at Columbia University last January entitled "A Brief Comparison Between the Ordinary Life Contracts of 10 Insurance Companies" has been printed in booklet form.

The companies compared are Bankers Life of Iowa, Canada Life, Connecticut Mutual Life, Spanish Life of Madrid, John Hancock, Metropolitan Life, New York Life, Northwestern Mutual Life, Occidental Life and Travelers.

AMONG COMPANY MEN

Life of Va. Promotes W. R. Toler, R. H. Johnson

Life of Virginia has appointed W. Randolph Toler an assistant vice-president in the weekly premium divi-



W. R. Toler



R. H. Johnson

sion and Ralph H. Johnson manager of the agency training division.

A native of Newport News, Va., Mr. Toler attended George Washington University, playing center on its varsity eleven. He joined the company in 1931 at Washington and has been an associate manager in Baltimore and manager at Augusta and Atlanta.

Mr. Johnson succeeds George R. Albright, who has been transferred to Georgia as manager. Mr. Johnson, who has been an agency training supervisor, graduated from Lynchburg College and joined the company in 1938 in Lynchburg.

Name H. B. Neal Financial Secretary of Penn Mutual

Howard B. Neal has been appointed financial secretary of Penn Mutual Life.

He has been with Penn Mutual since 1927. For 17 years he was in the mortgage department and during the past six years has been in the investment department.

He has studied at Rensselaer Polytechnic Institute, the University of Chicago and the University of Pennsylvania. He is a senior member of both the American Institute of Real Estate Appraisers and the Society of Residential Appraisers.

Mutual Benefit Raises Four

In the agency department of Mutual Benefit Life, Gordon Hull has been designated sales service manager. Edward K. Leuzarder has been appointed office services manager and Robert H. Stevens has been named assistant to the director of agency supervision. James P. Carr has been designated assistant to the sales services manager. Mr. Hull will continue to edit the field magazine.

Hancock Names Dingman

Stanley T. Dingman has been appointed associate director of the bureau of publications of John Hancock. He will continue as editor of the Hancock News Weekly and the Home Office News.

Equitable Promotes Buck

Lee Buck, formerly district claim representative at Seattle for Equitable Society, has been named divisional group manager in the northwest to assist agents in the Seattle, Spokane and Great Falls agencies. He joined the company in 1937 and after taking the cashier's training course transferred to claims work in 1942.

Equitable, Ia., Ups Froning

H. D. Froning has been promoted to superintendent of city loans by Equitable Life of Iowa. He has been city loan supervisor since 1945. He joined the company in 1937.

William L. Day, executive vice-president and director of the Pennsylvania

Co. for Banking & Trusts, has been elected a director of Fidelity Mutual Life.

Mutual Life of Canada has named John A. Oates assistant actuary.

Equitable Life of Canada has named G. E. Keddy, formerly manager at Kirkland Lake, Ont., as assistant superintendent of agencies.

Mutual Life of Canada has named J. J. D. Brunke supervisor of public relations and sales promotion.

R. L. Fleischauer has been named underwriting secretary of Dominion Life.

RECORDS

More August New Business Marks Set

Three more companies have set new business records during August in addition to those listed last week.

Production of Franklin Life set a new record of \$35,105,206, excluding annuities, which was up 86.5%. The first eight months showed a gain of almost \$120 million in force. It is estimated that Franklin will pass the \$900 million mark soon.

Manufacturers Life new business reached a new high in August of \$18.5 million of which 33% was written in Canada, 40% in the United States and the balance in other fields and reinsurance.

August was the largest month for written business in the history of Indianapolis Life. The written business figure of \$4.6 million was up 83.6%. Paid business for the eight months was also the highest in company history. The August new paid business total of more than \$3,750,000 was second only to the June figure of \$3.9 million.

Penn Mutual Bested All Paid Records in August

August production of Penn Mutual was \$36,504,000, the largest monthly paid figure in history and a 90% increase over August, 1949. Leading was the Curry agency of San Francisco, with \$3,629,283, the largest monthly figure for any Penn Mutual agency in 20 years. The Curry agency did this job following a spectacular six-weeks' campaign and while the office was being moved during August.

Bankers Life of Iowa—Ordinary and group had increases for August and for the first eight months. The eight months total, \$124,532,627, was up \$26 million. Group so far in 1950 totaled \$43,127,211, up more than \$24 million. New ordinary is up more than \$2 million. August was \$15,990,428, up almost \$5 million. Ordinary accounted for \$11,401,728 and group for \$4,588,700.

Farm Bureau Life during the first six months wrote \$58,600,000, up 24.6%.

Midland Mutual Names GA's At Phila. and Cincinnati

Russell D. Foster has been appointed Philadelphia general agent by Midland Mutual Life succeeding J. N. Sokohl, Jr., who resigned.

Mr. Foster has been in the insurance business for a number of years.

Robert F. Lane has been appointed general agent in Cincinnati succeeding Byron H. Mills, who will return to personal production. Mr. Lane was personnel manager for Armco Steel at Middletown, O., and later unit manager in Cincinnati for Equitable Society.

The Texas Prudential Cowboy Club, consisting of 75 leading agents is meeting Sept. 21-23 at San Francisco.

THE NORTHERN LIFE INSURANCE COMPANY

Provides its Underwriters —

- Generous First-year Commissions
- Full Renewals to the 15th Year
- Group Life-Accident-Health Protection
- A Life Income Pension Plan
- Prize-winning Sales Helps
- A FULL Sales Kit, Including Life, Accident, Health, Hospitalization, Group Life, Group A & H, Salary Savings

Managerial Openings in Newly-opened Midwestern Territory. Write Direct to Home Office; L. J. Myklebust, 940 Des Moines Bldg., Des Moines, Iowa.

NORTHERN LIFE INSURANCE COMPANY

Established 1906

D. M. MORGAN, President

Home Office: Northern Life Tower
Seattle, Washington

★

LIFE * ACCIDENT * HEALTH

Issued together at a substantial saving,
or separately

WHY

You should investigate the Opportunity we have to offer—

The finest Agent's Contracts available today — We dare comparison. You write your own ticket — It's incentive all the way. You can, as an Agent, make the Top General Agent's Commission with Lifetime renewals — Persistence Bonus that means real money to you. Free vacation with all expenses paid — etc.

It's new—Investigate—Compare—then make your decision.

Here's an illustration of one of our policies—the

JUVENILE ESTATE AT AGE 60

A real leader in the JUVENILE field

Age 0 Annual Premium \$45.40

SCHEDULE OF INCREASING DEATH BENEFIT

	Six Months to Policy Anniversary nearest Age 21	Thereafter
1st six Months \$250.00	\$1,000.00	\$4,000.00

MATURES for \$4,000.00 plus \$1,397.14 accumulated dividends based on Company's present dividend scale

Interested? Write for details. Territory available in Illinois, Michigan and Missouri

CHARLES H. DAVIS
Superintendent of Agencies

Bankers Mutual Life Insurance Company

G. C. French,
President

HOME OFFICE FREEPORT, ILLINOIS

An old line mutual legal reserve company



New Unveiled

President of Mutual Life of Canada, Mr. Linton, these changes should be great and should include development plans. Two year level



Theodore Million Dollar Vice-president

One will be year level 10, 15, or 20 settlement. The level lump sum permit the w for each \$1.0 on certain p arranged either basis.

Any Property

Thus, the framework w not only the family mainte other proport the agent fee above limits.

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Mr. Linton, arrangement, should be part of mortgage in

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SALES IDEAS OF THE WEEK

New Term Plans, Usable Sales Ideas Unveiled at Provident Mutual Rally

President M. Albert Linton of Provident Mutual announced a broadening of the company's supplementary term insurance plans at the meeting of the Provident Round Table, top production club, held at the Chateau Frontenac, Quebec.

Mr. Linton told the 300 present that these changes will give Provident agents much greater latitude in programming and should be particularly helpful in the development of their chart for living cases. This chart is a device for measuring the client's life insurance needs.

The new supplementary term plans include level term and decreasing term plans. Two types of supplementary 10-year level agreements will be issued.

presented an analysis of world conditions affecting life insurance. This part of his talk is reported elsewhere in this issue.

Armantrout Gives Details

Following the introduction of new round table qualifiers by E. Roy Hoffmann, associate manager of agencies, Vice-president James H. Cowles introduced Everett D. Armantrout, associate actuary, who described the new supplementary term equipment in additional detail; the assistant director of education and training, Miss Alice E. Roché, who outlined the company's programming philosophy and explained how the new plans were an extension of that philosophy; and the editor of publications, Frederick J. Kieffer, who announced several new sales aids that have been developed to implement the new term plans.

"The obligation of life insurance men is vitally important to the nation's economic structure," said Joe B. Long, manager of agencies.

"Service," according to Mr. Long's definition, is not an apologetic approach to a prospect on a minor point, but rather the sale of life insurance in sufficient volume to guarantee the agent's financial success, so that he will still be in the business when his clients need real service.

The successful agent, Mr. Long feels, must have a firm belief in himself, coupled with a strong belief in his work. Without the strength of these beliefs, the agent can not develop the ability to work steadily day after day, and develop the attractive sales personality so necessary to success.

Need on Consistent Prospecting

Chairman the second day was Vice-president F. Phelps Todd, who set the stage for a panel discussion headed by E. W. Simpkinson, Cincinnati. Mr. Simpkinson was assisted by Henry R. Adelmann, New York City; C. Clinton Campbell, Jr., Knoxville; Charles A. Conlin, Detroit, and Laird B. Tuohig, Newark. The discussion was on greater production through consistent prospecting.

Mr. Adelmann stresses participation in civic activities. Two important points: "Never get into civic work with the

the other, where a friend died in an accident before Mr. Campbell could insure him.

"All of my friends are prospects, and they know I won't take advantage of our friendship," he said. "They know I am offering one of the finest financial business services available, just as you do for your friends."

Enlarge Circle of Friends

Mr. Conlin urged his listeners to enlarge their circle of friends by becoming genuinely interested in other people, their hobbies, their families, and their businesses.

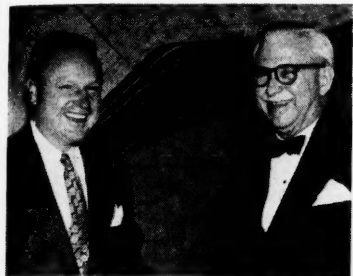
Discussing business insurance prospects, Mr. Tuohig said that aside from the usual contacts at his former employer's, such as department heads, he has been helped considerably by the company guard whose observations concerning some of the younger men at

the plant were productive of excellent sales results. He uses direct mail extensively.

C. Sumner Davis, director of agency department administration, summarized what the panel speakers had said by pointing to the famous lecture delivered by Dr. Russell H. Conwell, founder and first president of Temple University, entitled "Acres of Diamonds."

Nelson A. White, director of education and training, presided over a session on the amended social security law, distributing a digest he had prepared. Frederick J. Kieffer, editor of publications, introduced two new social security direct mail letters. Mr. Linton clarified certain intricacies of the law.

Provident C.L.U.s met for a breakfast at which C. Vivian Anderson, Cincinnati, presided. Brief remarks were made by Mr. Linton, Samuel L. Zeigen, New York, Theodore Widing, 1950 Mil-



Theodore Widing, left, chairman 1950 Million Dollar Round Table, and Agency Vice-president James H. Cowles.

One will be the already available 10-year level term agreement providing a 10, 15, or 20-year family maintenance settlement. The other will be a 10-year level lump term agreement which will permit the writing of up to \$2,000 term for each \$1,000 of permanent insurance on certain plans. Settlement may be arranged either on a lump sum or option basis.

Any Proportions Available

Thus, the supplementary level term framework will be enlarged to include not only the present "double 10" and family maintenance setups, but also any other proportions of term to permanent the agent feels are required within the above limits.

Two types of supplementary decreasing term agreements will also be issued. One is the regular 10, 15, and 20-year family income agreement already available. The other is a new decreasing term agreement providing for a lump sum payment of the death benefit to be issued in initial amounts not to exceed \$2,000 term for each \$1,000 permanent. Settlement may also be arranged on an option basis.

Both Frameworks Enlarged

Thus, both the supplementary level and supplementary decreasing term frameworks will be enlarged, permitting Provident Mutual agents to write up to \$2,000 term for each \$1,000 permanent. "It is believed that these changes will give you considerable more flexibility in programming, and create additional service and sales opportunities," said Mr. Linton. "The new decreasing term arrangement, payable in a lump sum, should be particularly useful in the field of mortgage insurance.

"We feel as you do that where a client has demonstrated the ability to pay you are rendering him a better service by suggesting permanent insurance. On the other hand, we know you will uncover many new situations to which our supplementary term equipment will be ideally suited. These new situations will offer you many opportunities for sales and service."

In line with his custom, Mr. Linton



M. Albert Linton, left, president of Provident Mutual; Frank M. Gray and George E. Aiken, both of Davenport.

primary idea of personal gain. That will come naturally if you put civic aims and accomplishments above your own. Don't get so busy with civic work that you don't have time to sell life insurance to those wonderful prestige prospects you are bound to meet."

To emphasize the importance of selling to friends, Mr. Campbell related two stories, one in which sales to friends had been made because of a fortunate series of circumstances, and

Missing opportunities to sell large amounts of TERM INSURANCE ?



CONNECTICUT GENERAL writes up to \$150,000 of term insurance. The convenience of dealing with one company is an important advantage for you and your client.

He may want to fund a business ownership purchase agreement, insure his business against the loss of a key man, or meet a personal estate need.

When it is temporarily inconvenient to pay for permanent insurance, low guaranteed cost term makes full protection possible—and provides a guaranteed option on permanent insurance later.

Sales motivating plans to help you fit your clients' needs are available through the EXTRA MAN without cost to you.

**CONNECTICUT
GENERAL**
LIFE INSURANCE COMPANY
HARTFORD, CONNECTICUT



BETTER SERVICE
THROUGH BETTER MEN
THE EXTRA MAN TYPE
SPECIALIZED HELP YOU AS
HONOR OR COMPLETION
CAN SECURE FROM YOUR
CONNECTICUT GENERAL OFFICE

lion Dollar Round Table chairman, and Miss Roché.

Dr. Ernest J. Dewees, medical director, served as chairman of the third business session. Panel discussion leader was Benjamin O. Tayloe, Baltimore. He and W. Barton Baldwin, Norfolk; R. Braddock Dinsmore, Princeton; Percy L. Latturmer, Chicago; and J. Donald Plunkett, Reading, discussed the subject of clientele building through greater service.

Mr. Baldwin makes it a point to ask for referred leads and he gets them. Deferred cases, a problem to many agents, do not particularly concern Mr. Baldwin, who tries to see his prospects between calls on a non-business basis. He also makes extensive use of the company's bi-monthly blotter service.

Mr. Dinsmore believes a carefully prepared life insurance audit for each of his clients, large or small, is the basis of his success. It presents a clear picture of the life insurance estate and impresses the client to the extent that he is willing to give referred leads. Mr. Dinsmore also uses his audit as an approach to strangers, and as a tool with which to eliminate competition.

One method used by Mr. Latturmer to keep in contact with his clients during the interval between program changes without making a nuisance of himself is the personal delivery of his Provident wall calendars. This gives him an opportunity to make friendly calls. He also makes it a practice to have lunch with clients at least twice a week. His age-change file gives him constant re-

mindings to call his clients, as do newspaper items concerning his policyholders and prospects. "There are endless ways of keeping in touch with policyholders," he said, "but the important thing is to keep in touch with them regularly."

The opportunities for service in the business insurance field were analyzed by Mr. Plunkett, who gets his leads from newspaper items, direct mail, the city attorney, and referred leads from policyholders, friends, lawyers, and accountants.

Mr. Plunkett advised his listeners to acquire a working knowledge of business insurance; use the "chart for tomorrow," Provident Mutual's business insurance programming device, and the "chart for living"; make their presentations interesting; give service before and after the sale; cooperate closely with accountants and attorneys; use direct mail and be enthusiastic.

Difference Is Personal Relationship

In summarizing the panel contributions, Mr. White said the principles that bind all the speakers together are: The difference between a customer and a client lies in the personal relationship that exists; real, honest service, which costs much in money, and even more in time, as the basis of that personal relationship; integrating the sale with needs of the prospect; service based on sincere interest in the prospect and his affairs.

Vice-president Thomas A. Bradshaw presided over the fourth and final session, the first part of which was devoted to business insurance.

John N. Olver, Dallas, suggested that each agent should find his natural nest for business insurance prospects. His happens to be an exclusive country club to which he belongs. His contacts are qualified by careful questioning of other members of the group. Once a prospect is qualified as a man who loves his family and business, and who is successful in his work, Mr. Olver uses his extensive knowledge of business insurance to probe for the prospect's main problem.

Use Prestige of Agent

Oscar H. Ritz of Gary finds his business insurance prospects all around him—the druggist, the dry cleaner, the prosperous filing station proprietor, and the successful small manufacturer.

Vice-president Cowles in winding up the convention said:

"Our philosophy as a company has been to develop our business in various communities through the prestige of the agent. To enhance that prestige, to stress further among your policyholders and prospects that you know your business, to recognize good performance over a period of time, President Linton is making two announcements this week. He has sent a letter to all members of our field force telling them of the creation of a new designation, that of Provident senior agent—and, another—that of life member of the Provident Round Table."

Mr. Cowles read the names of 64 agents awarded the senior agent designation; 44 who had become life members of the round table; and 33 who had earned both designations.

51 Underwriters to Get Proficiency Certificates

Results of the 1930 examinations conducted by the joint education and examination committee of the Home Office Life Underwriters Assn. and the Institute of Home Office Underwriters have been announced by the committee. The chairmanship of the committee has passed from Pearce Shepherd, Prudential, to William Harrison, New York Life.

The committee graded 89 papers for part I and 76 papers for part II of the examination. Certificates of proficiency were won by 51 underwriters.

Twenty-two candidates passed both parts of the examination while 32 passed

part I and 30 passed part II. Of the 89 papers submitted for part I, 54 received passing grades; of the 76 papers on part II, 52 received passing grades.

Certificates are being prepared and will soon be mailed to the successful candidates.

Claims Work Key to Success of Disability Laws

Good claims administration, sound underwriting and satisfactory coverage are essential if the private enterprise provision of social insurance is to continue, Miss Mary Donlon, chairman of the New York State Workmen's Compensation Board, said at the annual meeting of International Claim Assn.

If the pressures for good claim performance within the industry are as strong as the pressures for the enactment of this type of legislation in other states the public will be satisfied with privately provided disability benefits, she asserted.

A distinguished record in servicing disability benefits will be required to answer the challenge the social planners have flung down to the private enterprise system, she warned.

The enactment of the New York state disability benefits law was a major setback to the social planners, she declared. They have already predicted that claims administration will break down within six months saying, "Insurance will serve only its own selfish interests and ignore the welfare of the insured workers."

Warns of Social Planners

Unpopular claims administration will play into the hands of the social planners attacking the law, said Miss Donlon. "This new slant on the responsibility of the insurance industry has come as a novel and unwelcome idea to a few companies," she said. "Life companies and those in the A. & H. field who do not have a workmen's compensation line have not been used to the right of government to insist on good claims performance nor to government review and determination of disputed claims. The casualty companies have worked with this concept of government and so are better adjusted to cooperate with it. This same cooperation the other companies are already showing for the most part. It is cooperation that is essential and should be volunteered by all without the necessity of resort to compulsion."

An important point on claim payment that has developed under the law, she said, is that disabled eligible employees will receive disability benefits promptly in every controverted workmen's compensation case in which the fact of disability is conceded or established, and when the other essentials to disability benefits coverage are met. The disability benefits insurer will be reimbursed by the workmen's compensation carrier if and when compensation liability is established.

Since the disability benefits law was passed, she said, more than 1,300 physicians who were not previously authorized to render medical care under the workmen's compensation law have applied for authorization and have received it. She urged claim staffs to cooperate with other organizations and to handle claims quickly so that red tape does not delay the beneficiary's receipt of the money due him.

Course in Insurance Law

NEWARK—New Jersey Institute of Fire, Casualty & Life Underwriters will start a 10-week course Sept. 27 on "Current Insurance Laws and Events," under the supervision of Harold D. Feuerstein, Newark insurance attorney. It will be open only to men and women now in insurance work.

And Now! A Complete Line of

ACCIDENT - SICKNESS and HOSPITALIZATION POLICIES

In Addition to LIFE

You can make real money — even in a small town — with our Direct Agent's Contract. Territory open in Ohio, Indiana, Missouri, Iowa, Arkansas, Louisiana, Mississippi or Kentucky.

For full information write to J. DeWITT MILLS, Superintendent of Agents

MUTUAL SAVINGS

MISSOURI'S FIRST WHOLLY MUTUAL LEGAL RESERVE COMPANY
Life Insurance Company

812 Olive St.—Arcade Bldg.

St. Louis 1, Mo.

Posty Cards are Clever...



X-754

YES, SOMEBODY SAT UP NIGHTS TRYING TO GIVE THE INSURANCE PROFESSION CHRISTMAS CARDS THAT LEAVE A TINGLE OF PLEASURE — THAT WILL SHOW UP IN GOOD WILL AND REMEMBRANCE VALUES FOR THE SALESMAN. THE NEW POSTY CHRISTMAS CARDS ARE HONEYS. SEND FOR SAMPLES AND PRICES. ALL CARDS PRINTED IN PLEASING COLORS.

THE POSTLETHWAITE CO., INC.
17 EAST 14TH STREET
KANSAS CITY 6, MISSOURI

GROUP INSURANCE SALES MANAGER WANTED

Large eastern mutual life insurance company with substantial general agencies in Detroit, Flint, Battle Creek and Grand Rapids wants experienced group salesman as Michigan State Manager with Detroit headquarters. Only men with at least five years of successful group sales experience will be considered. Present staff notified of this advertisement. Address confidential reply to Box B-69, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

DISTRICT AGENCY IN CALIFORNIA

For Northwestern Mutual Life Insurance Company in established territory with profitable margin. The man we want is a personal producer, a leader, and has the desire to grow.

Write giving your complete history to Box B-71, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

Prudential Million

The U. S. more than 300,000 from all over Prudential to of unclaimed division was purpose.

There are in this country beneficiaries sight. Prude in excess of over \$30 million searchers is these categories.

1. The po missing for y (Most states before a per dead.)

2. Lapsed end of the remaining.

3. "Old age" stopped payn not been head

Methods Sim

The metho are as simple first step is the last know telephone book localized mar community in check on the From ther times forward a period of gives often g is making its new clues.

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Prudential Tracks Down Owners of \$30 Million in Unclaimed Funds in 19 Years

The U. S. mail plus a vast library of more than 3,000 directories and guides from all over the nation has enabled Prudential to clear up more than 90% of unclaimed equities since a special division was formed in 1931 for this purpose.

There are many millions of dollars in this country awaiting policyholders or beneficiaries who have dropped out of sight. Prudential alone has located well in excess of 750,000 people and paid over \$30 million. The staff of 150 searchers is concerned primarily with these categories:

1. The policyholder who has been missing for years and is presumed dead. (Most states have a seven year law before a person is considered legally dead.)
2. Lapsed endowment policy—at the end of the period with some equity remaining.
3. "Old age" case—policyholder stopped payments years ago and has not been heard of since.

Methods Simple But Effective

The methods of the division actually are as simple as they are effective. The first step is to send a form letter to the last known address—city directories, telephone books, postal guides and other localized manuals from virtually every community in the country aid them to check on the address.

From there on the letter is sometimes forwarded from place to place for a period of weeks. Friends of relatives often get hold of the letter as it is making its rounds and write in some new clues. If only the person's new

occupation or employer is known, that is a great help—then the employer or unions will be consulted. Much dictated correspondence and many form letters are sent to governmental agencies, bureaus of vital statistics, lodges and welfare organizations to mention a few.

Original Address Sometimes Clue

Sometimes, the address from which the person made the original application is the key to the mystery.

Letters may wander all over the world during the course of the search—they have come back with postmarks of outposts in Alaska and trading posts deep in the African veldt.

Investigators are sent occasionally within the continental United States. Private agencies sometimes are called in to help.

There are a few cases on file which have been worked on for more than a year. Generally, after a few months, if the inquiry is unsuccessful, the file is removed to an inactive file and held there in event of possible claim. In some states the funds eventually go to them because of their abandoned property laws.

There are no laws compelling a company to go to all this trouble just because some customers are forgetful. However, the extent to which this service is appreciated can be measured by this letter from an elderly woman in Pennsylvania who received a \$6.78 check:

"It's come just in time. My husband and I were on the verge of having to eat sparrows. The money will tide us over for several weeks."

policy on a woman was issued to the wife of the company's founder, Robert L. Patterson.

Lapse Rates Tie in with Business Trends

Reflecting the moderate declines in the index of business activity the later part of last year and early this year, life insurance policy lapses up to mid-year appear to have been slightly larger than in the corresponding period last year, but owing to a sharp rise in business activity in recent months, a reduction in the lapse rate may be expected in the second half of the year, according to the Institute of Life Insurance.

Life insurance records of the past 50 years show a close relationship between policy lapses and business activity, the Institute said. In periods of rising business activity, lapses tend to decline and in periods of curtailments, lapses tend to rise.

The 1949 ratios of the number of policies surrendered for cash or lapsed to the average number of policies in force were 3.4 per cent for ordinary insurance and 12.4 per cent for industrial.

While the current lapse rates are substantially above the record low level reached during the last war, reflecting the relatively lower level of business activity compared with the war years, today's rate is only about half the average annual rate during the '30s, reflecting the improved level of business since depression years.

Eye Another Westminster Mail Fraud Indictment

U. S. Attorney Otto Kerner, Jr., at Chicago has indicated that he can get a new mail fraud indictment against the officials of the defunct Westminster Life. When the original indictment was dismissed on Aug. 16, Federal Judge LaBuy held that it was "duplicious" in that it included in a single charge two alleged schemes to defraud, one being during the time that three defendants were operating Westminster and the other after the fourth official had come into control.

At that time Kerner said no further action was possible because of the statute of limitations. He now claims the indictment can be gotten if it is sought before the end of the current court term ending Sept. 29. The officials involved are A. L. Koolish, G. W. Ehrlich, Philip A. Koolish and John A. MacArthur.

OBSERVATIONS

Character of Waiting Rooms

The character of waiting room literature is as varied as the people responsible for its being there but one general agent who knows what he is doing on every front has an interesting practice in this regard. There are only two books in the waiting room, on one table. One is a bound volume of the company's house organs for the most recent year. The other is a loose-leaf record of the agency and the people in it, composed of photographs, black and white and in color, of agency parties, meetings, etc.; clippings of news items dealing with the agency or its affairs, letters, etc. It is well gotten up.

The general agent has found that the agency book is a very effective recruiting aid. He figures also that both books help out in this respect and also with customers who come in and wait though he is a good enough general agent not to keep them waiting long). His philosophy is that those who come in are customers or prospective new agents, and the two volumes will do them good.

Responsibility Is Individual's

The growing surge toward government guaranteed security is partly due to the failure of life insurance business to convince enough of the citizenry that provision for the future is the individual's responsibility, according to H. J. Peirce, Massachusetts Mutual Life, Indianapolis, president of the Indiana Life Underwriters Assn.

He addressed meetings of the Marion association, the Evansville association and a joint meeting of the Bloomington and Tri-County associations.

He urged listeners to make their associations a group to fight socialism and earned against the desire to "get something for nothing."

Investment Against Drafting

One of the reasons for the marked increase in farm buying noted by the mortgage divisions of the life insurance com-

panies may be that the buyers of farms recognize that being a farmer is one of the best jobs to hold in wartime. The companies have noted that many of the farms are being bought by men in their 30s. Chances are good that these are men who spent the last war in uniform and by this time have launched families and have no stomach for the further military service to which they might possibly be open in the years to come. They may well reason that the owner and proprietor of a farm in wartime is considered a highly essential citizen. A man in this category is far less likely to be drafted for military or any other type of enforced service than if he were working in a less essential industry in town or were merely a hired man or tenant on a farm.

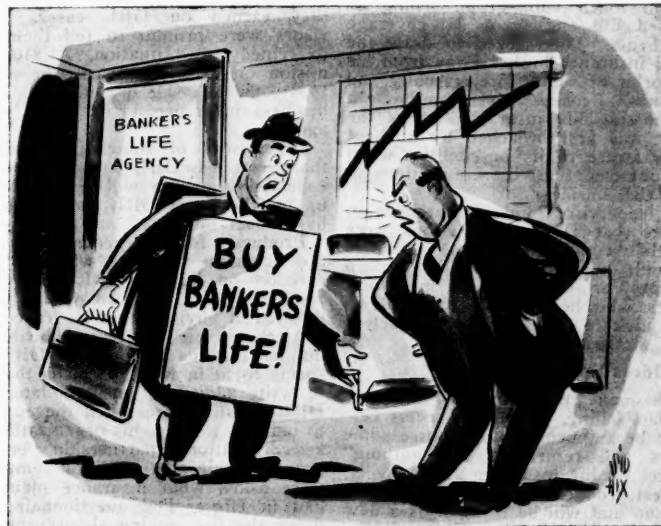
No Cause to Lapse

Recently a policyholder notified Northwestern National Life that he wanted to surrender his policy because he was being drafted and he had heard that the war clause it contained made it void if he should be killed in service. However, it was found that the clause it contained was no longer in effect, since it had been cancelled by the company at the close of the last war. The policyholder quickly changed his mind about lapsing.

Insured 30 Women in 1845

When Manhattan Life recently asked if it had been the first company to insure women, Mutual Benefit Life went back into its files and found that it insured more than 30 women in its first year of business, 1845. Several of them were slaves.

The first woman to be insured by Mutual Benefit was Mrs. Elizabeth Holbrook, 21, wife of a Newark, N. J., lawyer who was also insured at the same time. Each policy was for \$3,000 on a seven year term plan. For Mrs. Holbrook there was an extra \$15 premium. Women's policies issued later in the year did not carry an extra premium. One of the New York City agents bought the third woman's policy for his wife. The first single premium



Ah, let me wear it, boss . . . you'd be surprised at the inquiries I get!"

Bankerslifemen Know How to Get Inquiries

Although no Bankerslifeman of record has ever used a sandwich board, you'll find that these career underwriters do have highly successful methods for getting inquiries.

From the moment they join an agency, they begin a training program that drills them on field-tested methods for getting inquiries. Besides learning how to use the Company's excellent direct mail procedures and other valuable prospecting techniques, they learn how to follow through. They soon excel in performing the conversion of an inquiry into a qualified prospect and finally into a pleased policyowner.

Because a Bankerslifeman knows how to prospect intelligently and how to handle prospects properly, he is the kind of life underwriter whom you like to know as a friend, fellow worker, or competitor.

BANKERS Life COMPANY
DES MOINES

DBL By-Product Business Looms as Fall Sales Lead

NEW YORK — Production men in New York hope to turn the state's disability benefits law and the resulting sales campaign, which recently ended, into a stimulant that will bring them a substantial volume of ordinary, group, and A. & H. business. Some by-product premiums already have resulted from DBL but more significant volume is anticipated as fall production drives get into full swing.

The by-products of DBL are much more widespread than originally indicated. They include business life in all its phases, pension trusts, all types of group, wholesale life, key man A. & H., group medical, hospital and surgical, and other covers. Though most of the DBL business was written for statutory benefits only, indicating that employers wanted minimum cost protection, many factors suggest that the road to additional production is far from blocked. Though much of the volume is expected from brokers, full time life men are expected to capitalize on the situation as well.

Brokers Group Minded

An underlying reason for the sales optimism is the belief that through DBL, for the first time, many brokers came in touch with group selling or discussed life and A. & H. coverage with clients. This served to draw the general insurance broker away from his usual orbit of selling fire, casualty and bond lines. Brokers who seldom thought of discussing life insurance unless the subject was first broached by a client became aware of its possibilities when they contacted their life connections to place DBL business.

Life supervisors did not hesitate to mention that DBL commissions were "peanuts" compared to the earnings that could be made on auxiliary group coverages or business life insurance. Brokers who heeded this sales advice were quick to find out for themselves that it was true.

Sales Ideas Spreading

With many more brokers seasoned in group selling, production seems certain to be augmented. Of course some brokers will return to "do nothing" practices on life insurance and A. & H. But alert producers have learned to talk up group and will be using it as a new line. The brokers with sufficient initiative to incorporate new lines into their sales patterns are generally better brokers in any event. They can be re-

lied upon to turn in life and A. & H. business with some regularity.

It has been a perpetual problem for life agency brokerage supervisors to get general insurance producers interested in life insurance or to make them group-minded. DBL pushed many brokers into that field. Many of them learned to like it.

News of the success of general brokers in selling life and A. & H. (some of them were trying it for the first time) is spreading among other brokers. Many more are expressing an interest in doing something about it.

Some brokers found in calling on their clients to arrange DBL coverage that they were running into business they hadn't written merely because they had failed to call on prospects for periods of a year or more. Some found clients interested in more insurance and just "waiting for the broker to come around." The DBL calls served to stir up the market and make employers insurance-conscious.

USE DBL DATA

Producers often were somewhat disappointed at the small commissions they earned on DBL cases. Supervisors were prompt to tell them how to remedy the situation. A \$10 commission on DBL can easily be run up to \$100 with a sale of additional group, business insurance, or A. & H. coverages.

Supervisors of some life companies that wrote less DBL business than they expected think they will be able to make up for the lower DBL production with by-product business.

Producers found it generally true that the business executive who made the decision on buying DBL is the man responsible for or who would be interested in buying other insurance.

Alert agencies gathered valuable additional information on their DBL data sheets to fit in with the plans they had to write additional business later. One DBL questionnaire asked the employer to indicate whether his organization was a corporation, partnership or sole proprietorship. In addition employers were asked what insurance plans they had in effect. The questionnaire went down the line, asking about group life, accident and sickness, hospitalization, pension plan, profit sharing plan, stock or partnership purchase plan, key man life, key man accident, and salary allotment insurance. The questionnaire was careful to ask who was the deciding official. None of these questions was essential for a DBL quotation but they furnish invaluable sales guidance.

The answers to these questionnaires confirmed the prevalent impression that the market for these coverages is greatly undersold. In many instances it has been untouched. Employers who were potentially good prospects never had been contacted or solicited. With many group cases the answers to only a few questions are needed to make a quotation for one or more coverages. Many brokers were surprised at the ease with which the data could be collected.

Market Untouched

Practically all companies have prepared sales promotion material on business insurance. It is ideally suited for discussion with the official who made the decision on DBL. The broker has the advantage of approaching the official with a knowledge of his firm's affairs and its existing insurance protection. The broker is told that he need not be an expert on business insurance but that he need only "bird dog" the business and then call upon the life supervisor for help. Supervisors are proficient in handling the detail work involved.

Brokers have been told that they are underwriting the future of their business and commission income when they write business insurance. It guarantees that a successful firm will remain in business and continue to be a customer of the broker. In addition to helping the insured, he is helping himself by insuring his future general insurance premiums. This adds a commission self-preservation angle to the business life sales arguments.

Made Sales Plans Early

Some supervisors thought from the beginning that DBL was going to be a temporary matter, regardless of its importance. They blended into their DBL sales talks the background for getting by-product business on DBL insured from their brokers.

Though many employers were interested only in statutory benefits, an increasing number of them is seeing the advantages of a good welfare plan for employees. Personnel are much more interested in these plans than they were formerly. Union demands also keep the spotlight on welfare benefits.

MANY SALES ANGLES

The interest in pensions has already been reflected in sales. One supervisor had four pension trust cases in the mill as a result of the DBL calls made by his brokers. Some production men are enthusiastic about A. & H. production possibilities. They say that DBL directed general interest to disability and that the need for key man A. & H. has been brought squarely to the attention of management.

Employers have been contributing to employees' social security, workmen's compensation and now DBL. Some began to wonder: "What's in it for me?" Insurance salesmen are working on this self-interest by suggesting that they buy business life or business A. & H. One large multiple line company prepared a special sales brochure for its brokers on the advantages of executive and key man accident protection. These sales kits contain a concise presentation of the coverage. They have been made available in quantity to brokers who would use them.

Emphasize A. & H.

The presentation points out that if a key man is disabled for a few months the effect may not be too serious upon the business but that if it lasts six months or a year the employer is faced with the decision of keeping the man on the payroll or hiring someone else. The salesman stresses that the executive must be needed currently or he wouldn't be a key man and therefore the employer must pay him or fire him. In addition to losing the employee's services after many years, the employer faces that extra expense. Key man A. & H. avoids double salaries and is deductible by the employer for income tax purposes. If it is deducted by the employer, however, it must be included in the employee's income, although benefits to him are tax free.

In addition to the service-to-clients and commission angle the producer can use it as an excellent door opener for multiple line coverages.

The key man A. & H. sales kit contains six different plans tailored to the individual who made the DBL buying decision.

Wholesale Life

Companies selling group life expect to increase their emphasis on that coverage. The specialists in wholesale life are planning to bring that to the attention of the smaller employers. Wholesale life can be especially tailored to cover groups of less than 25 lives.

Sales of key man coverage also can be used to lead into personal insurance coverage. The key man is told how much he is valued by his organization with sales leverage applied by the suggestion that he is worth at least that much to his family and ought to carry sufficient personal insurance to take care of his responsibilities. Information de-

veloped in the key man questionnaires is very useful in personal insurance prospecting particularly in smaller cases. Frequently salaries are indicated in smaller firms there is a close personnel relationship. It is easier to approach an individual with the suggestion that his group or business insurance be blended with his personal coverage.

Production men are applying sales techniques that were used in California and New Jersey after the passage of disability benefits laws there. Also they have developed new techniques which are in turn being applied by New Jersey and California associates.

Expect Good Volume

The premium volume developed by DBL in New York will be a substantial addition to countrywide group casualty volume. As large as it may be, production men generally think that it may turn out to be small compared to the by-product business to be developed from it. Agencies have found that it can be turned into a major door opener for new business.

Depending on the attitude of the individual broker he can get the same results, production men believe. They know the sales opportunity is present. What they want to do is to set the sights of their producers and get the business from an unexploited market. Some think it is a sitting duck sale target for the first enterprising broker to contact employer insured with an easily worked out plan.

Equitable Reserve Rally

Banquet speaker at the Lake Wales, Wis., sales meeting of Equitable Reserve was R. W. Osler, vice-president Rough Notes Co. Other speakers on the program, attended by the society's leading field workers, were N. J. Williams, president; H. J. Drajek, auditor; B. Wacholtz, Minnesota state manager; W. M. Olsen, Illinois state manager; Dr. R. E. Henning, newly-appointed medical director; R. G. Pope, secretary; Arthur Lowe, southwest Wisconsin supervisor; Arthur Laun, southeast Wisconsin supervisor; Foster F. Farrell, secretary-treasurer-manager, National Fraternal Congress; L. H. Tolvers, treasurer; Martin M. Bogel, Michigan representative; K. M. Trygstad, Minnesota representative; and A. J. Porterfield, field manager.

NEWS BRIEFS

Part C of the C.L.U. examination is being given at the University of Toledo. It is approved by the veterans administration, otherwise the tuition is \$200, on the basis of each semester, plus the cost of textbooks.

American Pension Conference, at dinner meeting Sept. 28, will hear Arthur H. Dean of the New York law firm of Sullivan & Cromwell discuss "Accounting for the Cost of Pensions—A Lien Inquiry." The meeting will be at the Hotel Shelton.

John E. Kenny, Aetna Life, New Haven, has been named a supervisor in the company's Krebs agency in New York City. He has been with the New Haven agency since 1948. He is a graduate of Aetna's basic and advanced training schools and led his class at each.

Bernie Bouma, who has been a successful salesman with New York Life, has been appointed Longview, Tex., manager for American Hospital & Life.

American Management Assn. insurance division will conduct workshops seminars at the Knickerbocker hotel in Chicago Nov. 13-15 and follow up with insurance conference at the Drake hotel Nov. 16-17.

Canada Life has named Clayton Forsey manager of the Toronto branch. He has been assistant manager at Simcoe.

George E. Sacksteder, general agent for Ohio National Life in Dayton, has moved his office to 836-9 U. B. building at Fourth and Main streets.

A LEGAL reserve fraternal life insurance society for all Lutherans. Thirty-two years old—\$283,878,841.00 in force. Mortality experience 1949 15.95%. Rate of assets to liabilities—109.09%.



Our representatives' new contract, with retirement program, has been enthusiastically received by our field force. You, too, will be interested.



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Federal Regulation By Impact Growing

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of the proceeds of insurance in the hands of policyholders and beneficiaries. What the government has done and is doing in these respects lessens the recognition of life insurance always has had at the hands of government as the outstanding voluntary social device, a recognition that doubtless played an important part in the phenomenal growth of the business. This loss of ground as a social institution is plainly seen from a change of tax policy toward both company and policyholder.

Then there is the ever-increasing pressure to discard established principles of taxation of life companies long recognized as reasonable and fair to the business. The government in 1942 withdrew exemption in the estate tax law of a limited amount of insurance payable to named beneficiaries. In personal income tax the position of the policyholder and beneficiary also is under pressure.

"Exemption" Not So

Mr. Hogg pointed to use of "exemption" in discussions of company taxation. It was not a matter of exemption. The true situation was that after enactment of the 1942 law the steady decline in interest rates resulted in companies having no taxable income. Other factors bearing on this situation were minor.

Current tax proposals directly affecting policyholders and beneficiaries have been quite numerous. The close daily association of companies with the problems of federal taxation of policyholders has given them both a broad view and a detailed knowledge which could be gained only by persons in contact with large numbers of policyholders. The companies have realized that there are certain inequities in such taxation and for some years worked on corrective legislation in the interests of all policyholders. It was felt that this was a proper activity for the companies. One reason is that the type of knowledge necessary to formulate proposals was of such a character that few persons outside of insurance companies possess it; another, individuals could not afford to spend the time and money to bring before Congress the desirability of legislation affecting, in a majority of instances, relatively small amounts of money.

One suggestion was that annuities be taxed according to the Canadian system, on the interest element of annuity payments averaged over the annuitant's life expectancy.

Another suggestion relates to insurance proceeds transferred for a valuable consideration. Then there was social security, health insurance, the Celler inquiry, etc.

The business is more and more directly affected by what is done and what is not done in Washington. The problems and situations peculiar to life insurance are increasing, but policy is easily and promptly formed. The challenges come in the less obvious problems and situations whose indirectness is disarming. These, also are on the increase and are typical of the Washington scene.

"We will continue of course to oppose the unsound," he said. "We will not turn our backs on compromises, but the continuing assignment will be in the direction of adapting ourselves to what has already happened and will continue to happen here."

Appleman Named President Of Counsel Federation

(CONTINUED FROM PAGE 2)

problem rather than on old discredited cases or past legalistic concepts. If there is an evil in the business to be corrected, reasonable state remedial

legislation will undoubtedly be upheld.

There is going to be more regulation of insurance, Mr. Robison opined. The day of uncontrolled mail order insurance is at an end and the time may soon come when mail order selling will no longer be permitted and when all insurers must be licensed in each state in which they solicit insurance. If states are not successful in dealing with regulation of mail order insurers the federal government will have no alternative but to take over, for the public will demand and receive from government, either state or federal, protection against the evils attendant with unauthorized insurance.

Robert C. Handwerk of Schriverer & Handwerk, Washington, D. C., gave a review of the legal aspects of U. S. government and National Service life insurance.

Celebrate National Life's Centennial

(CONTINUED FROM PAGE 4)

a new procedure has been worked out to speed payment of death claims.

A symposium on social security was held at the request of the delegates, even though it meant calling off a golf match.

Walter G. Nelson, Jr., general counsel, reported that a study was being made of the new law and information would soon be released to the field.

Short talks were given throughout the session by delegates on the widest latitude of sales topics.

New officers of the National Life general agents association include Harold Smyth of Hartford, president; Lloyd O. Swanson, Minneapolis, vice-president; Charles A. Elliott, Kansas City, secretary; and Harold T. Dillon, Atlanta, member of the executive committee.

Pins were presented to Clyde Welman, general agent, of Memphis, for 20 consecutive years in the Leaders Club; and to Neil C. Croonquist, Minneapolis, and E. Price Ripley, Roanoke, five consecutive years each. Mr. Croonquist is president of the 1950 Leaders Club.

Hatch Awarded Bronze Trophy

A. T. Hatch, Manchester, N. H., was awarded a bronze trophy for being the top producer of a home office training school class during the past year.

For the first time in the history of the company a mother and son qualified for the club. They are Mrs. Rena Kanter and Austin Kanter, of Detroit. Mrs. Kanter entered the life business several years ago following the death of her husband who had been a member also of the club.

Sidelights included bridge and golf tournaments, and a maple breakfast.

Eugene C. DeVol, Philadelphia, was elected chairman of the National Life C.L.U. organization. He succeeds Francis T. Fenn, Jr., Hartford.

Richard N. Craig, Kansas City, was named secretary.

National Life's next Leaders Club meeting will be at Hollywood Beach, Fla., in March, 1952. Qualifications for attendance will be stiffened, according to the company.

Anti-Trust Danger in Claim Work Is Evaluated

(CONTINUED FROM PAGE 3)

I suggest that the activity be limited to the sphere of factual data and that indications of action be avoided," he stated.

In his presidential address, John A. Blanchfield, assistant secretary of Aetna Life, after reviewing association history, with particular emphasis on cooperation with military, naval and maritime officials during the last war, said preliminary steps have been taken to re-establish liaison with service authorities. The new administration of the Claim Association will seek to reactivate the

war claims liaison committee and re-establish the cooperation which existed between companies and the military.

Commissioner Crichton of West Virginia said he considers one of his most important functions the duty of making available to the public the services of his department in the understanding and settlement of claims.

Many other problems, such as war clauses and group definitions, may get more publicity, he said, but they don't have the continued urgency of prompt, proper, fair claim treatment of the public. Companies should believe what they say about their claims treatment and carry out their statements.

He urged prompt settlements and stressed the need for keeping things simple and clear and avoiding technical terms in correspondence with insured, as the terms are frequently misunderstood.

Stress Continuity of Effort At John Hancock Convention

(CONTINUED FROM PAGE 3)

"Let's be specific," R. R. Massey, 2nd vice-president, advised the closing session.

Stating that specific action and working out of principles need to be harmon-

ized if to achieve one's full value as a salesman of life insurance, as a member of the community and as a citizen, Mr. Massey observed: "We need to remind ourselves that principles of living become effective only as they are reflected in human action. Whatever contribution is made by us toward the preservation of a way of living we deem desirable, will not be accomplished by lip service to stated principles, but by what we do hour by hour, day by day and year by year."

"The measure of success in salesmanship," he said, "is not always the measure of aptitude alone but more often the measure of how much we have sought for and practiced the principles that are there if we will but seek them out."

Offset to Communism

The greatest threat to free enterprise is probably not Asiatic communism, but complete socialism in America, General Agent Frank Bobst of Boston declared.

"Not only do you induce folks to provide individually for themselves the security which brings peace of mind and comfort," he said "but also yours is now the only way it can be done. Capital accumulation no longer is a practical plan for the individual. The sunset years must hereafter be financed through annuities paid for over a period of years."

Fifty-Seventh Year of Dependable Service

★ The State Life Insurance Company has paid \$170,000,000 to Policyowners and Beneficiaries since organization September 5, 1894 . . . The Company also holds over \$75,000,000 in Assets for their benefit . . . Policies in force number 102,000 and Insurance in force is over \$209,000,000 . . . The State Life offers General Agency Opportunities — with liberal contract, and up-to-date training and service facilities — for those qualified.

★ ★ ★

**THE STATE LIFE
INSURANCE COMPANY**
Indianapolis, Indiana

MUTUAL LEGAL RESERVE FOUNDED 1894

Marsh Agency Sets Record

The Marsh agency, Washington, D. C., led Lincoln National Life with the largest August volume ever recorded by any of the company's agencies. The Simon agency, Norfolk, ranked second for the month, and the Isaacson agency, Salt Lake City, was third. The new record is an increase of 23.8%.

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RICHMOND ATLANTA

N.A.I.C. Outlines War Clause Wishes

(CONTINUED FROM PAGE 1)

home area; (c) provided such death occurs outside the home area or within six months after the insured's return to the home area.

"Home area" is defined as the 48 states of the United States, District of Columbia, and the Dominion of Canada.

MODEL CLAUSE

The committee also submitted an illustration of a clause containing three types of exclusions and which it said was for guidance only. Any of these types may be used either separately or in combination as state laws permit, it said. It reads:

War risk exclusion provision: Limitation of amount payable under this policy in the event of death as specified herein.

It is agreed that notwithstanding any contrary provisions, the following are risks not assumed under this policy:

(1) Death as the result of war or an act of war, if the cause of death occurs while the insured is outside the home area and in the service of the military, naval or air forces of any country, provided such death occurs outside the home area or within six (6) months after the earlier of the insured's return to the home area or termination of such service, or

(2) Death as the result of war or an act of war, if the cause of death occurs while the insured is outside the home area and in any civilian non-combatant unit required to serve with the military, naval or air force of any country, provided such death occurs outside the home area or within six (6) months after the earlier of the insured's return to the home area or termination of such service, or

(3) Death, within two (2) years from the date of issue of the policy, as the result of war or an act of war, if the cause of death occurs while the insured is outside the home area and not in the military, naval or air forces of any country or any civilian non-combatant unit serving with such forces, provided such death occurs outside the home area or within six (6) months after the insured's return to the home area.

The amount payable in the event of death under any one or more of the above-mentioned circumstances shall be not less than the greater of (a) the gross premiums paid on this policy, less dividends received, or (b) the reserve computed according to the mortality table and interest rate specified in the policy, adjusted for indebtedness, and dividends left on deposit.

"Home area" means the 48 states of the United States, District of Columbia, and the Dominion of Canada.

"War" includes, but is not limited to, declared war, and armed aggression by one or more governments resisted or orders of any other government.

"Act of war" means any act peculiar to military operations in time of war.

The report was signed by Harrington of Massachusetts, committee chairman; Bohlinger of New York, Harris of Minnesota, Alexander of Iowa, Crichton of West Virginia, and M. E. Martindale, actuary of the Texas insurance board.

HEARING TESTIMONY

The subcommittee reiterated its request that a stamp be placed on the face of policies issued with war clauses to indicate that the policy contains certain exclusions. Consideration will be given to any other method, it said, which will result in equally prominent notice to the policyholder.

It decided to continue on its agenda the problem of collecting further statistics on the experience of companies

with war clauses, and that of reinsuring or pooling excess mortality losses. Regarding competition, it said liberality to policyholders is desirable but that management should guard against unfair tactics.

The paper opposing an agreement by companies to settle claims according to a pre-arranged mortality formula was read by Bruce E. Shepherd, manager of Life Insurance Assn. of America. This paper was reported in last week's issue as were the earlier proceedings at the hearing.

As to specific examples of actuarial complications that would be encountered, he told Bohlinger of New York that they include these questions: Are figures to be compared with a breakdown by age groups? By length of time from issue? What of companies that write large and small quantities of military business? There are many additional questions involved, he asserted.

Equitable Society's decision to pay all of its last war claims in full was not based on a specific formula, said Ray D. Murphy, executive vice-president and actuary of that company. The decision was made by executives on general principles and not by actuarial calculation. "We wrote less military business than other companies," he said, and thus were in a more favorable position than some. The expense involved was almost \$1 million. One lawsuit by a policyholder resulted but it was terminated before a decision was reached. There would have been a slight difference if the company had a result rather than a status clause, he said.

Equitable Move Different

John G. Kelly, assistant general counsel of Mutual Life of New York, who signed the statement of company thinking on the subject with Mr. Murphy, asserted that the N.A.I.C. proposal to adopt a uniform agreement was a far different practice than the one involved in the Equitable Society move. The accounting to policyholders involved in any advance agreement to settle war claims on a pre-arranged basis has no relation to it Mr. Kelly said, adding that, legally, Equitable Society had waived a contractual requirement after events had taken place but did not bind itself in advance to do it.

Edward J. Schmuck, Acacia Mutual, Mr. Murphy, and Horace R. Bassford, vice-president and chief actuary Metropolitan Life, a third signer of the company statement, indicated companies were willing to give to the commissioners all the statistics they had on wartime experience. Mr. Schmuck said that companies are anxious to avoid the harmful publicity that would come from a public misconception that companies would pay all claims in full despite war clauses. He said he thought it was equitable for companies to pass on to their policyholders some risks inherent in writing servicemen, for example, up to \$10,000 of unrestricted coverage, but no more. His company, he said, would continue to do that based on its individual judgement. Competition could force a change, he conceded.

Anti-Selection Worries

Companies in reality are trying to prevent anti-selection, said Mr. Murphy. The country has a social obligation to provide life insurance to men in the armed services and that is why National Service life insurance was created. But it wouldn't be fair for life insurance policyholders alone to assume the burden of paying the excess war claims, he declared.

On the broad subject of the possible effects of atomic warfare on the life business and the industry point of view relating to the pooling or reinsuring of war losses, Mr. Murphy reported that a top level committee of the industry was collecting material and would begin serious deliberations by the end of September.

Comment from several company representatives indicated little present sentiment for pooling or reinsuring of losses in lieu of war clauses.

Harrington said that if the business didn't do something about establishing some system of assuming these risks then they shouldn't complain if the government did.

Mr. Shepherd said that the companies are already doing something. In principle they are supporting a gratuity benefit of \$10,000 to replace N.S.L.I. Answering a question by Alexander Iowa, he said that they probably wouldn't support a \$20,000 death benefit but pointed out that there are many other very substantial government benefits for survivors of servicemen which multiply by several times the \$10,000 face amount.

Experience Figures

Several colloquies followed between Harrington and company representatives including Walter O. Menge, vice-president of Lincoln National, on the need for additional experience figures on company war claim experience under the various types of clauses. Earlier, Robert E. Dineen, vice-president of Northwestern Mutual, had submitted figures on his company's experience. Mr. Menge stressed that the Northwestern Mutual experience was different from that of other companies because it writes very little military personnel business, probably less than the industry average. Discussing the different type war clauses, he mentioned the difficulties inherent in each from the settlement point of view. For example, he said, it is very difficult to get from the Defense department a clear statement of the cause of death of men in service. Usually the company hears that the man has been "killed in action" or is "missing in action" and not much more. This makes the claims administration of some clauses difficult.

Statistical Duplication

Harrington brought out that there probably was some slight duplication in the statistics of 16 companies included in an actuarial survey made several years ago and on which some of the testimony was based. The importance of this was minimized by Mr. Murphy, who agreed that the statistics could have included some deaths several times if the person killed was a policyholder in several companies.

In a brief discussion of group life, M. Anderson, Connecticut General, mentioned that in addition to the usual policies on group life, companies under New York law were also required to build a catastrophe reserve and that all are doing that. This would help them to pay claims in the event of a disaster, he pointed out.

Southland Life Wants To Buy Continental of Va.

Southland Life of Dallas is negotiating for the purchase of Continental Life, a Virginia corporation whose home office is at Washington. The transaction began after the entry of the Texas company in Virginia. Involved are the transfer of 52,701 ordinary policies for \$77,792,332 and 488,157 industrial policies for \$144,403,420.

T. V. Cox, secretary of Continental Life, when asked about reports of its sale, told THE NATIONAL UNDERWRITER the sale had not yet been consummated. He added, however, negotiations toward that end were progressing and that he fully expected the sale of Continental business to Southland to be completed Wednesday or Thursday.

The deal leaked out at Richmond, Va. with filing of certain papers with the state corporation commission.

Continental has operated in Virginia, Maryland, North Carolina and District of Columbia. Its large shareholders reportedly include E. R. Combs, Virginia state senate clerk and chairman of the state compensation board, and his family.

Jefferson Standard Life has been elected to membership in L.I.A.M.A.

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If you saw him you already know, and if you did not see him there is no way to tell you, just how it was, how the air changed and your heart leaped up, when the Babe picked up his long bat and came loping up to the plate.

The way he looked—the blacksmith's body on the ballet dancer's legs—you knew it was the Babe from the last row in the bleachers. The way he walked—something between a swagger and a shamble—the walk of a man who knew he was good, and was glad of it, but didn't take it too seriously.

What was it about the Babe? Why did we love him? Not just because he could hit a ball harder and farther and more often than any man who ever lived. There was more to it than that.

We loved him because he'd had it so tough as a kid, and had made the grade anyway. We loved him because he always had as much time for the newsboy on the corner as for the

big shot in the box . . . and because he gave himself so freely to anybody who needed him—a sick kid in the hospital, a charity drive, a good cause of any kind.

We loved him for the way he called everybody "Kid" if they were under forty, or "Doc" if they were over. And most of all we loved him because we were little and he was big, and yet he was like us, and we could hope to be—if we tried real hard—something like him.

They say there'll never be another Babe Ruth, but they're wrong. In this kind of country, there'll always be men like the Babe. Men who can rise up high from way down low. Men who can solo brilliantly, and still play with and for the team. Men who swing hard at life, trying for a homer, but never forgetting the decent rules of the game. In a country where nearly everybody is willing to play ball with the next man, how can Babe Ruth ever die?

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